VOGUE

3 Complete Trousseaux

75 New Ideas in Decorating

ADVANCE RETAIL TRADE EDITION

see section facing page 138

OCTOBER 1, 1940

PRICE 35 CENTS

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BRING IN THE SUN! . . . into your rooms, into your soul! . . . with this sunny new group of Cannon towels—the season's smartest Decor-Aiders! They'll chase the shadows from gloomy corners—create a glorious year-round springtime in cold, north-lighted bathrooms. And lend a helping hand with many another bath-decorating dilemma.

Luxurious and lovely, with a firm resistance to rough treatment, thirsty, energetic Cannon towels stay young and fresh and colorful for years! Deep-looped for extra luxury, and priced in line with limited or unlimited incomes. For Cannon makes so many towels (in the world's largest towel mills) that you get wider variety and better value all the way from 25 cents to $2. . . . Cannon Mills, Inc., New York City.

NEW DECOR-AIDER

Cannon Towels

CANNON TOWELS • CANNON SHEETS • CANNON HOSIERY

TIFFANY & CO.

WILL OCCUPY THEIR NEW BUILDING EARLY IN OCTOBER

THE NEW COLOR THAT MARKS YOUR LETTERS SMARTLY IS

TERRA COTTA by Crane

In the fall, when life resumes its accustomed pattern and we catch up with all the correspondence the summer has laid aside, it is a joy to write on a paper as fresh and colorful as the season itself. For your pleasure, Crane has made for you a paper that bespeaks your good taste and flatters all who receive and read your friendly words. It is Terra Cotta — a warm color, a gay color, a color that speaks of frost-touched Massachusetts hillsides, whence comes this paper of such perfection and genius in its making. We invite you to ask your stationer to show you Terra Cotta — in its several sizes and with its variety of complementary borders that add a further touch of color and distinction.

·YOU AND I· *is another new*

Crane Paper designed for young hearts and hearts still young. This happy legend is watermarked in the paper itself, affording a romantic background for letters that yearn to be written.

Crane's FINE PAPERS

MADE IN DALTON, MASSACHUSETTS SINCE 1801

Vogue
October 1st, 1940

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Vol. 96, No. 7
Whole No. 1637

Best & Co.

Fifth Avenue, New York

V33

V34

V32

"THE AMERICAN GOLFER"

Another Best Success for Fall

12.95

New version of our go-everywhere button front classic . . with the youthful simplicity of style, the nice fabric and tailoring typical of Best's. Sizes 12 to 20.

When ordering by mail, please refer to model numbers.

V32 Rayon-and-wool gabardine in aqua, rose, blue or spice brown.

V33 Striped wool flannel in aqua, rose, beige or blue.

V34 Wool jersey with long sleeves. Gray, natural, blue, rose or aqua.

GARDEN CITY • MAMARONECK • EAST ORANGE • BROOKLINE
WINNETKA • ARDMORE • GROSSE POINTE • CLEVELAND HEIGHTS

PARFUM
Jabot
Jabot
LUCIEN LELONG
FOR THE DUCHESS IN YOU

HOYNINGEN-HUENE

Our bow-pocket Broadtail

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

Philip Mangone
Philip Mangone, dean of tailors, knows how to toss masses of superlative nutria over fine imported wool and still achieve an effect as slim as his needle. The nutria is sheared to do away with bulk. The caped top is new, and notice the turn of the Mangone shoulder. The nth degree of dash – and underlying it, the dependable "skeleton," superb tailoring, 425.00 Coat Salon, Fourth Floor
Bonwit Teller
FIFTH AVENUE • NEW YORK

Louise Barnes Gallagher Bonwit Teller

DAUGHTER of an old rock-ribbed American family, a born New Yorker who rose on her own merits from mannequin to great designer and head of her own business, this dressmaker's story might have been written by Horatio Alger. No wonder, then, she understands the American women for whom she designs. No wonder she knows, first hand, every step of the way in the making of a fine garment. This double wisdom, stemming from long years of personal experience, has enabled Louise Barnes Gallagher to develop a style very peculiarly her own.

Women who wear her clothes have one thing in common. Most of them regard Gallagher as their own special discovery and come back season after season for more of her designs. Certainly no one now designing has a better feeling for the informal type of clothes that look equally well at the Colony or in Westchester. Her work with woolens has made history. Town suits are a specialty of the house.

For years now Miss Gallagher has been a law unto herself, staying in her own salon, creating busily and seeking no publicity for herself or her clothes. The fact that they are known from one end of America to the other is a credit to her accomplishments and not to any drama of presentation. Like certain Paris couturiers who went on year after year turning out wonderful clothes of a certain type, the house she heads has been going its own gait through many seasons. To look at news photographs of American women attending smart social events – the races, the horse shows – is to see a succession of Louise Barnes Gallagher's carefully edited designs.

The Loved One. Supple little town suit of kitten-soft imported wool. All the skill of Louise Barnes Gallagher has gone into the cut of this beautifully fitted dress and jacket. Like a magic cloak, it adapts itself to the woman who wears it. In such shades as lichen green, carbon blue, gray, black, 165.00 Suit Salon, Fourth Floor

Jeanne Tête baum marten toque, 75.00 Muff, 395.00

BONWIT TELLER • FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK

Free Soling
new sensation by PALTER DeLISO
barefoot freedom . . . like walking on air!
TO HIMELHOCH'S goes the honor of presenting
the most important shoe news in many seasons.
Free soling . . . in shoes that cling as easily as gloves.
Secret method of making an unbelievably soft and supple shoe.
An art known thousands of years ago, but lost to the world
until rediscovered by that master designer, PALTER DeLISO.
A sensation that can't be described. A freedom you never knew before.
Exclusive with us in a brilliant collection for evening.
$15.75 and up. Leopard fur sandal illustrated . . . $37.50
Himelhoch's · Detroit

For a personality . . . highly individual costume from our collection of American originals.
Flowing beige crepe, rounded arm and white throat outlined in gold, satiny leopard jacket, by Omar Kiam.

George Platt Lynes

Marshall Field & Company • CHICAGO

Lyric

GORHAM'S NEW PATTERN IN STERLING

Euterpe, *Muse of Lyric Poetry*, Wheeler Williams, N. A., *Sculptor*

POEM IN SILVER. Sculptured lights and darks in beautiful balance. Joy of hostesses whose homes reflect gracious living. SKILL goes into such planned simplicity . . . the skill of Gorham's master designers and craftsmen. KNOWLEDGE goes into it . . . gained from a century-plus of working in silver. TASTE goes into it . . . delicate adjustment between traditions of the past and smart requirements of the day. JUDGMENT goes into it . . . hundreds of qualified people with discerning taste highly endorsed Lyric, before Gorham sponsored this 1940 Sterling pattern. *One of the twenty-eight active Gorham patterns on view at leading jewelers and silver departments in fine stores.*

GORHAM

Sterling

America's Leading Silversmiths Since 1831

PROVIDENCE, R. I.

DECOR BY MORTELLITO

A celebrity enters in a magnificent wrap of natural platina fox...

with cloud gray markings on snowflake white...fashioned of skins so rare

that only a fortunate few may possess it. From our brilliant Fall Collection.

FIFTY-SEVENTH STREET WEST, NEW YORK

THE YOUNG SET HAS DISCOVERED SOMETHING NEW IN SOMETHING OLD!

the youthful smartness of

HOLLANDER HUDSON SEAL-*dyed* MUSKRAT

Who would have dreamed that the favorite fur of your mother's day could be given such fluid, *young-looking* lines? Trust the campus crowd to have discovered it. Yes, Hollander Hudson Seal-dyed Muskrat . . . long admired for its deep, lustrous permanent black and sturdy practicality . . . is so live, so supple that designers are treating it like fabric — deftly working it into triumphs of youthful design. You know how well this fur stands up. Now, at your favorite store, see how it stands out.

HOLLANDER DYED FURS

Naturally, quality of skins and workmanship determine the price of furs. But, pay much or little, the Hollander mark on tag or pelt insures lasting loveliness.

HOLLANDER

dyed furs keep their Beauty longer

To restore your furs' like-new loveliness have them HOLLANDERIZED . . . *rejuvenated by the very methods Hollander uses in the original dressing of the pelts*

The Grand Duchess Marie has selected a third collection of women's clothes to be presented exclusively by Lord & Taylor. Our past collections have won tremendous praise from smart women, and this autumn you will be more than ever delighted with the variety of the styles, the emphasis on exclusive, distinctive colors and materials. The side-banded coat sketched, so important and so becoming, in black suede crepe with silken black-dyed Persian lamb, 16-48, 155.00

The Woman's Shop, on the Fourth Floor

Lord & Taylor, Fifth Avenue, New York

International Sterling's new pattern . . . "SERENITY"

THIS IS "SERENITY," the lovely debutante—so newly arrived that your jeweler has barely had time to lift the slender gleaming pieces from their wrappings and place them on display for your inspection.

Yet we think we know already what you will say about "Serenity"—we can almost guess the very words you will use! For, months ago, International Sterling submitted several proposed designs to a nation-wide feminine jury—debutantes, college girls, brides, and prospective brides. "Serenity" walked away with the vote, in a perfect shower of compliments. (We quote a few of them above.)

Be sure to see this cool, slim, distinguished beauty at your jeweler's today. Like all International Sterling, it is easy to own. You may choose from several budget plans, arranged for your own convenience.

The same perfection-ideal that has long distinguished Bendel Fashions identifies our Beauty Preparations, Perfumes and Bath Essentials. Now available in fine shops throughout the country . . . illustrated brochure on request.

Henri Bendel
10 WEST 57
NEW YORK

Gray silk crêpe dinner gown with silver paillettted scarf and skirt

It's a date!

"It's a date". And how much more fun you'll have if you know your new gown is as good as it looks—if you've made sure it's of quality silk. For quality silk won't give in to four o'clock fatigue after a glorious night of dancing. Quality silk won't give in to that temptation to drag you down nor to drag itself down to a point where its hemlines have a look of horror-stricken despair. Quality silk won't give in to that chronic demand for dressmaker attention after each trip to the cleaner. Quality silk is fine and strong and beautiful. It costs a little more. And it's worth it. It's worth taking just a little extra care to make sure you're getting quality silk in your Fall and Winter clothes.

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK

ORIGINAL DINNER GOWN BY

Sally Milgrim *"America's Foremost Fashion Creator"* . . .

who for twenty-five years has held this significant title, originating fashions—for custom order and ready-to-wear—that are accepted by the best dressed women of the world.

MILGRIM

Six West Fifty-Seventh Street
NEW YORK

ALSO AT MILGRIM CLEVELAND, DETROIT, EAST ORANGE AND WHITE PLAINS

Time to put your best foot forward

DIDO $3.50

RAINBOW $4.50

IT'S DRESS-UP TIME AGAIN

WHAT you wore with slacks, this summer, didn't matter much. From now on, though, you'll want to look your loveliest indoors, and the slippers you select to go with your negligees and house coats are all the more important.

The new Daniel Greens are the slippers you should see — with their beautiful styling and materials, their exquisite colors and workmanship. A pair or two of them will add a distinctive touch to your wardrobe at a reasonable price.

Leading shoe stores and departments everywhere have Daniel Green slippers. Always look for the name on the sole. It's your guarantee. DANIEL GREEN COMPANY, Dolgeville, New York.

JOLI $4.00

DANIEL GREEN *Comfy* SLIPPERS

RANEE $5.50

DORM $3.50

BAMBI $3.50

DOROTHY GRAY

Portrait Face Powder

A FRAGILE POWDER FOR FRAGILE COMPLEXIONS

SHEER and smooth-textured, Dorothy Gray Portrait Face Powder lends your skin an enchantingly youthful, translucent look. Fluffs on your face and throat in a delicate film...clings lightly through hours of dining-and-dancing. Fine and pure, Portrait Face Powder contains no starch, orris, or other ingredient generally suspected of arousing allergies. A slightly emollient ingredient helps guard against drying effects of wind, dust, steam heat. $1.00

EXTRA-RICH SKIN CREAM—for skin parched, weather-lined by wind and sun. Smooth this luscious Dorothy Gray night cream on face and throat regularly. Contains emollient oils blended for rich lubrication. Helps to coax back smooth, youthful-appearing pliancy to skin. $1.00

Copyright, 1940, by Dorothy Gray, Ltd.

In perfect skin-tone shades. This season's favorites: *Special Blend*—for soft color. *Glo-Rachel*—a livelier tint. *South American*—deeper, warmer. *Delicate Pink*—for tender, fragile prettiness.

DOROTHY GRAY *American design of Beauty*

GLORIA
IS BEING MARRIED
ON A GRAND SCALE

Her new home has four bedrooms to furnish and a good deal of entertaining to plan for. Her trousseau of sheets and pillowcases includes nine dozen pieces, all Wamsutta *Supercale*, with seven sets in color and three exquisitely embroidered. It costs $342.30.

"THE Loveliest THINGS IN MY LIFE"

"All my life I've wanted to have Wamsutta sheets for my trousseau. . . . (Like mother and her mother and all my best friends.) Now that they're really mine it's like a dream come true. And there is so much satisfaction in knowing that anything so beautiful as my Wamsutta *Supercales** will wear better and launder more economically than other sheets." * * * *

Seven trousseau selections of Wamsutta *Supercale* sheets and pillowcases . . . ranging in price from $36.90 to $736.60 . . . are itemized and described in "A Guide for the Bride." You should have a copy to help estimate your own household needs. We shall be glad to send you one, free. Enclose 30 cents for a boudoir pillowcase, 12" x 18", of Wamsutta *Supercale*, not sold in any store. Address: Dept. V-5, Wamsutta Mills, New Bedford, Mass.

ASK TO SEE NEW "*SOMERSET*" TOWELS SPONSORED BY WAMSUTTA

Quality PRODUCTS OF AMERICAN COTTON

WAMSUTTA Supercale SHEETS

*REG. U.S. PAT. OFF.

Revillon Frères

The graceful lines of this dressmaker Caracul coat are enhanced by Silver Fox accent.

FIFTH AVENUE AT FIFTY-FOURTH STREET • CIrcle 7-7343

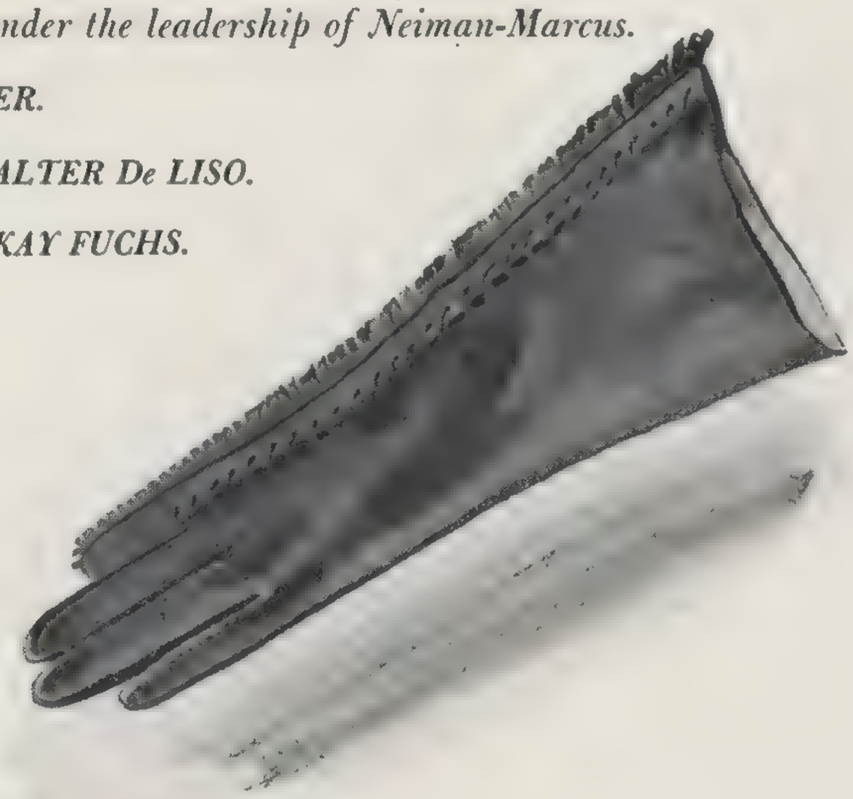
NEIMAN-MARCUS DALLAS

presents a colorful collection inspired by

The Art of the American Indian

For the woman of today . . . modern designs interpreting, with finesse and feeling, the costumes and the customs of the original American. Dramatic silhouettes. Warm, sun-baked colors. Detail that revives Indian craftsmanship. Important American design movement . . . stemming naturally from the great Southwest, where Indian culture still carries on its vital tradition.

Co-ordinated by a group of master designers under the leadership of Neiman-Marcus.
Costumes and pajamas by ***CLAREPOTTER.***
Hats by LILLY DACHÉ. Shoes by PALTER De LISO.
Jewelry by AUTHENTICS, INC. Gloves by KAY FUCHS.



Illustrated on this page: Ceremonial headdress hat. Spearhead earrings, leather war dance necklace and belt. "George Washington" medal, worn by the Indians in Revolutionary days. Shoe with sundial motif. Glove with Indian buckskin fringe.

Copr. 1940—American Viscose Corp.

An American Original designed by *Clarepotter* of a *Crown Tested Rayon Fabric* . . . as seen at Neiman Marcus

CROWN TESTED AND APPROVED CROWN RAYON

Heirlooms of Tomorrow
Old Lace
20th century rendition of early 19th century design
Rambler Rose
Simple charm — lovely rose motif
Lady Diana
Simple beauty — soft contours, smart lines
Louis XIV
Exquisite ornament in the period of the famous French monarch
Craftsman
Has many characteristics of handmade silver
Chippendale
A modern interpretation of 18th century craftsmanship
Royal Windsor
Rich, classic motifs in the Georgian mood
Cascade
A youthful design with curving motifs
Candlelight
Glorious Renaissance ornament — sheer, modern beauty
Keep this date with beauty . . .
WITH joyous eye, adventure through these lovely examples of New England craftsmanship in Towle Sterling (solid) Silver.
Feel that exquisite sense of confidence and pleasure when one appeals to you — be it smart Modern, quiet Colonial, rich Victorian — when it beckons like a lover and whispers, "I am yours for all the years to come!"
Keep your date now with beauty — with tradition — with your jeweler. He will tell you how easily and inexpensively you may acquire your set of Towle Sterling.
STERLING ONLY
Towle
WITH CRAFT TRADITIONS SINCE 1690

Sterling of Tradition

The Old Mirror by Towle brings you the gracious charm of early 19th century Victorian design.

The young queen speaks again!

The regal spirit of carved mirrors and priceless miniatures is reborn in this hospitable sterling.

Old Mirror is a fascinating addition to Towle's other beautiful designs of traditional sterling

The New OLD MIRROR Pattern

Write for pictures and prices of all TOWLE patterns with chart of engraving suggestions.

NEW BOOK FOR BRIDES — "*How to Plan Your Wedding and Your Silver.*" Twenty-four fascinating pages. Very practical and a priceless record.

THE TOWLE SILVERSMITHS — Dept. K-10 — Newburyport, Mass.

Please send free folders on _____ patterns.

I enclose 10 cents for new book.

Name and Address _____

You step forth to your Fall engagements confident of your slim, youthful charm in a "Mode of Youth" creation. Here are two charmers in a mossy rayon crepe in Celanese* yarn: Right: news in the new "trumpet" skirt, slim through the hips, flaring into pleated fullness below. Left: glisten of colored embroidery topping a slim, dark frock. Both, regular sizes 16 to 44, half sizes 14½ to 24½. Priced under $23. **"Crepe Prestige", a Folker Rayon Fabric woven with** *Celanese** **Yarn**

IN NEW YORK, at **B. ALTMAN & CO.** FIFTH AVENUE

*Reg. U. S. Pat. Off.

MARSHALL FIELD & CO., Chicago, Illinois **THE HIGBEE CO., Cleveland, Ohio** **CHANDLER & CO., INC., Boston, Mass.**

SANGER BROS., DALLAS, TEXAS THE YOUNG QUINLAN CO., MINNEAPOLIS, MINN. GIMBEL BROS., PITTSBURGH, PA. SCRUGGS VANDERVOORT & BARNEY, INC., ST. LOUIS, MO.
THE MARSTON CO., SAN DIEGO, CALIFORNIA LIVINGSTON BROS., SAN FRANCISCO, CALIFORNIA FRANK R. JELLEFF, WASHINGTON, D. C. THE LAWTON COMPANY, CINCINNATI, OHIO

If not at your store, write to Friedman Dress Co., 1400 Broadway, N. Y. C.

What Every Woman Should Know

ABOUT FIGURE MAKING

There's far more to figure-making than a smaller waist or a lengthened hipline. Don't forget you'll work and play and dance in the foundation that gives you a figure. Its comfort is tremendously important to you. That's why you should know Vassarette Foundations! Every controlling inch of them is wonderfully, gloriously comfortable. There is no feeling of restraint yet the full-fashioned Vassarette fabric is all restraint. It *lives* with your body. It slims you so *easily*, you're far more active, more graceful. But, please, always look for the label that identifies *genuine* Vassarette Foundations. It's very important because imitations can be so disastrous. Write for booklet and name of nearest store. Vassar Company, 2543 Diversey Parkway, Chicago.

A New Vassarette Origination *. . . an exclusive fabric of such fine texture it seems to become part of you. Almost weightless, bulkless, incredibly controlling. Introduced in new Vassarette Girdles and All-in-Ones for all figures . . . with or without panels. The new Vassarette All-in-One pictured is $15. Other Girdles, Pantie-Girdles and All-in-Ones, $5 to $15.*

underneath it all . . . a

VASSARETTE

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Herald of Fashion

Reg. U. S. Pat. Off.

Coats Designed by
ETTA GAYNES

A. Bolero suit, jacket trimmed in contrasting color and self embroidery with jet nailheads. High cowl neck dress with short sleeves, pockets on skirt. Black with red, brown with gold, black with blue. $25

B. Fitted coat with flared bottom in STRONG-HEWAT plaid. Polar-Wolf collar. Green and red, brown and aqua. $69.95

DUCHESS and EARL-GLO acetate rayon linings used in all coats.

C. Fitted coat, front fullness. Ocelot collar and cuffs. In BOTANY MONOTONE or LORTON TWEED. Green, black, blue, brown. $49.95

D. Fitted coat with flared bottom, high notch collar, shirred and belted back. In STRONG-HEWAT plaid. Red and green, brown and aqua. $29.95

E. Your basic dress, with unpressed pleated panel. Gold beading on girdle. Intimate toast, whisper blue, chatterbox red, black. $17.95

F. Dress with pleated skirt and nailhead trim. Black with gold, blue with silver, neutria with bronze. $25

Coat sizes 9 to 17 and 10 to 18

All dresses made of "American Beauty" rayon crepe, woven with CELANESE* yarn. Sizes 9 to 17

Albany, Ga....Rosenberg Brothers
Albany, N. Y......Flah & Co.
Allentown, Pa......Adams Co.
Alton, Ill......Young D. G. Co.
Altoona, Pa. ..... Simmond's
Ambridge, Pa....The Venger Shops
Anderson, Ind. ..... Roth's
Ardmore, Okla. ..... Baum's
Athens, Ga....Michael Bros., Inc.
Atlanta, Ga......Leon Frohsin
Atlantic City, N. J.
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Auburn, N. Y......Sherman's
Augusta, Ga.....Frank Goldberg
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Cincinnati, O. ...Jenny Company
Cumberland, Md. ..Lazarus, Inc.
Dallas, Tex......Sanger Brothers
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Des Moines, Ia......Wolf's
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Greenville, Miss...Rosenberg Bros.
Harrisburg, Pa......Mary Sachs
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Hibbing, Minn.
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Lincoln, Nebr....Hovland-Swanson
Louisville, Ky. ..... Simmonds
Lynchburg, Va. ..... Millner's
Macon, Ga......Joseph Neel Co.
Madison, Wisc......Woldenberg's
Marion, Ind. ..... The Paris
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Muncie, Ind. ..... Roth's
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Omaha, Nebr.
J. L. Brandeis & Sons
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B. F. Dewees, Inc.
Pittsburgh, Pa...Meyer Jonasson's
Portland, Ore...Meier & Frank Co.
Providence, R. I...Lee's Dress Shop
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Rochester, Minn...C. F. Massey Co.
Rockford, Ill...K. J. Stewart & Co.
Rock Island, Ill......McCabe's
Sacramento, Calif....Bon Marché
St. Joseph, Mo.
Derge-Bodenhausen Co.
St. Louis, Mo.
Thomas W. Garland, Inc.
San Francisco, Calif.
The White House
Santa Monica, Calif....Campbell's
Schenectady, N. Y.
H. S. Barney Co.
Scranton, Pa....The Heinz Store
S. Norwalk, Conn.
H. Frankel & Sons
Spokane, Wash......Alexander's
Springfield, O...Sander's Fashion
Stamford, Conn.
H. Frankel & Sons
Syracuse, N. Y......Flah & Co.
Trenton, N. J.
Alice Elizabeth Shoppe
Uniontown, Pa.
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Sapero's Style Shop
West Chester, Pa......Joel's
Wilkes-Barre, Pa.....The Beverly
Wilmington, Del. .. Braunstein's
Worcester, Mass.
Richard Healey Co.
York, Pa. .....Bell's

Write for an illustrated brochure to any store listed, or to Herald of Fashion, 570 Seventh Avenue, New York *Reg. U. S. Pat. Off.

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MIX GLAMOUR WITH IMPISHNESS

AND YOU HAVE SUZY'S NEW PERFUME

Écarlate de Suzy

Yes, Suzy, whose labels go into the most divine Paris hats, has put out her genius into this dashing, daring, new fragrance.

At only the smartest shops. In the clever Suzy hat bottle. Distributed by S. P. F. of America, Inc., 475 Fifth Avenue, New York.

Windfalls for Fall

Certainly it's a piece of good luck—for everyone who likes good clothes—to find that this Fall so many of them are Ivory-washable! Then, too, you can spend more money on clothes because upkeep is so little when you suds them out in the wash-basin yourself. So, take a tip from these famous makers who advise Ivory Flakes washings for their fine things!

BRAEMAR'S magnificent Scottish cashmere sweaters will give you long and faithful service if you give them the safe care of gentle Ivory Flakes. About 15.00 each.

VIYELLA flannel (wool and cotton) in a perfectly tailored shirt just made for wear with your tweeds! In wonderful colors—safe in Ivory Flakes! About 7.00

SKINNER'S "500" silk crepe that's so at home in Ivory Flakes washings—in this beautifully finished "Blousecraft" shirt! White and lovely colors. About 5.00

KISLAV makes its fabulously soft doeskin (baby lamb) gloves in *more* beautiful colors than ever this Fall—and every single one safe in Ivory Flakes! 5.50

TRADEMARK REG. U. S. PAT. OFF. • PROCTER & GAMBLE

DAMSEL OF HOLLYWOOD, famous for exquisite "body-fashion" panty-girdles that give control with comfort. Keep them dainty with Ivory Flakes care! About 4.00

RADELLE'S smooth slip with the "Sir-Plus" top is just what you need under Slim Silhouette dresses! Ivory-washable rayon and silk satin. 32-40. About 4.00

BEMBERG rayon in this soft nightgown of Cleo "Fluff-Knit." Feels good and looks so pretty! Wash in Ivory Flakes—needn't iron, just shape! About 2.00

SAYBURY'S cotton chenille robe makes you *feel* and *look* like a glamour girl! Alpine Rose, Cherry Wine or Azure Blue—all safe in Ivory Flakes! 12-20. About 6.00

NYLON is a fine fabric, too! That's why your nylon hose thrive on Ivory Flakes care! Get the most from them with nightly washings of gentle Ivory Flakes.

KLEINERT'S Shower-Scuffs are NEWS! They come in lovely pastels with white and you can keep them fresh and clean with Ivory Flakes washings! 1.75 pair.

JOYCE'S easy-going Palomino "Chaps" are good Fall playmates! Of golden tan horsehide AND—you can keep 'em clean with Ivory Flakes! About 6.00

LOOK for the recipes on the back of every Ivory Flakes box! Follow these simple instructions to keep your clothes on the UP and UP and your UPkeep down!

EVERY COLLEGE SENIOR has a chance to win a career in

VOGUE'S

6th PRIX de PARIS

2 POSITIONS ON VOGUE'S STAFF
including a feature writing award

★

5 CASH PRIZES
for contest theses to be published in Vogue

★

HONOURABLE MENTIONS
opportunities to be interviewed for jobs

The Vocational Director of a leading college (whose student enrollment is over 2,000) reports that 30% of the senior class seeks a writing career after graduation. If that same ratio holds in your college—and if a writing career is your goal—*you cannot afford to overlook the opportunity offered by Vogue's Prix de Paris.*

7 MAJOR AWARDS

Vogue's Sixth Prix de Paris offers seven major prizes and a number of Honourable Mention awards. First prize is a year's position on Vogue's fashion staff. Second prize—a special Vanity Fair award—is six months as a feature writer on Vogue's staff. In addition, five cash prizes will be awarded for the best contest theses.

MANY CAREER OPPORTUNITIES

But these major prizes are not the only career opportunities offered by Vogue's Prix de Paris. To those contestants whose papers show unusual ability, Vogue gives Honourable Mention, and these awards carry with them possibilities for jobs in a wide variety of fields. Honourable Mention winners will be interviewed for positions by leading stores, advertising agencies, and publications.

PRACTICAL MAGAZINE EXPERIENCE

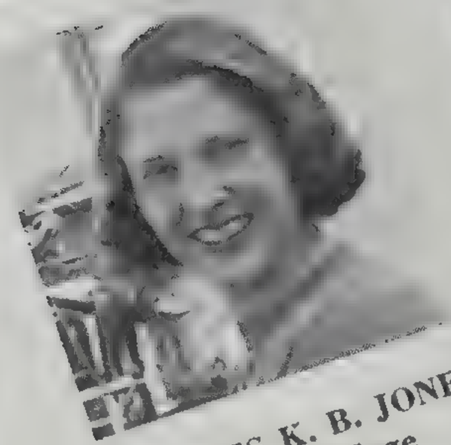
The Prix de Paris contest consists of four quizzes, each of which offers a choice of fashion or Vanity Fair (music, art, theatre, literature, etc.) subjects. If you qualify with a passing mark in these, you are then eligible to submit a thesis in competition for all prizes.

Read the enthusiastic comments of last year's Honourable Mention winners—on the opposite page. For full contest rules, turn to page 136 of this issue, and enter the contest today.

Read the rules on page 136 of this issue and fill in the entry blank!

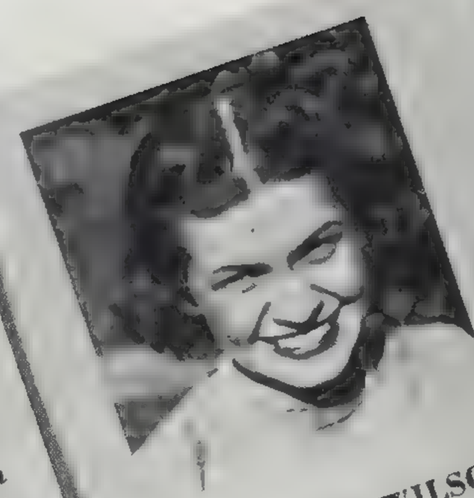
BETTY MARTIN
Smith College

"I thoroughly enjoyed the Prix de Paris and the experience it gave me in magazine work."



FRANCES K. B. JONES
Vassar College

"I was, of course, very excited to receive Honourable Mention. I am hoping to get a job through Vogue's recommendation."



ELIZABETH WILSON
McMurray College

"The Prix is unusual in its manner of keeping in constant touch with the contestants."

MARY LYMAN
University of Southern California

"My professors realized the value of such competition. My possibilities of obtaining a good position have been greatly enhanced."

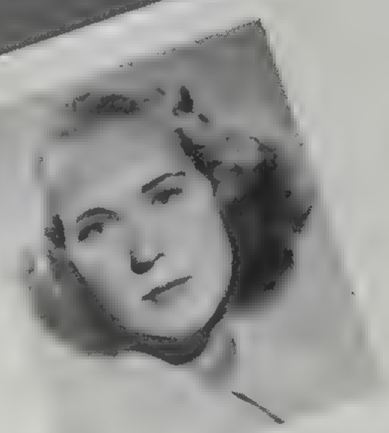
Here are the Honourable Mention winners in last year's contest—Vogue's Fifth Prix de Paris. And here, culled from our correspondence files, are their comments. Read what they say about the contest.

SUSANNE MORTON
University of Louisville

"The contest was grand, and I can think of no improvements which could be made."

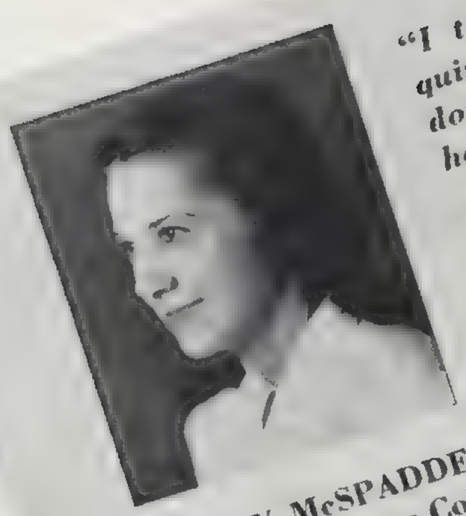
HILDA REIS
Vassar College

"I tremendously enjoyed the quizzes during the year. It was doubly gratifying to learn that I had succeeded with them."



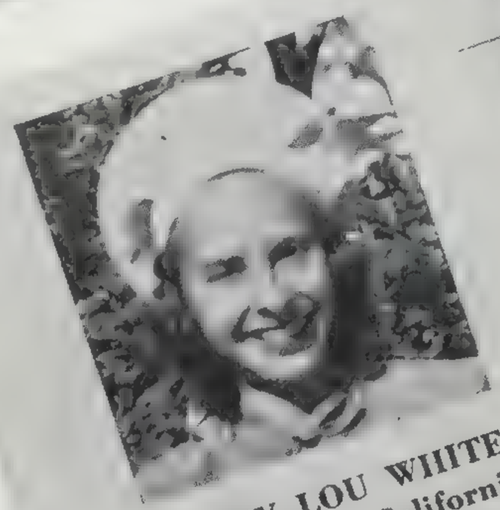
JANE STRAHAN
Wellesley College

"The contest was the best practical experience I've had . . . valuable because you get it before graduation instead of after."



NANCY McSPADDEN
Northeastern State College

"I was delighted to receive Honourable Mention. I shall certainly tell next year's seniors about the contest."

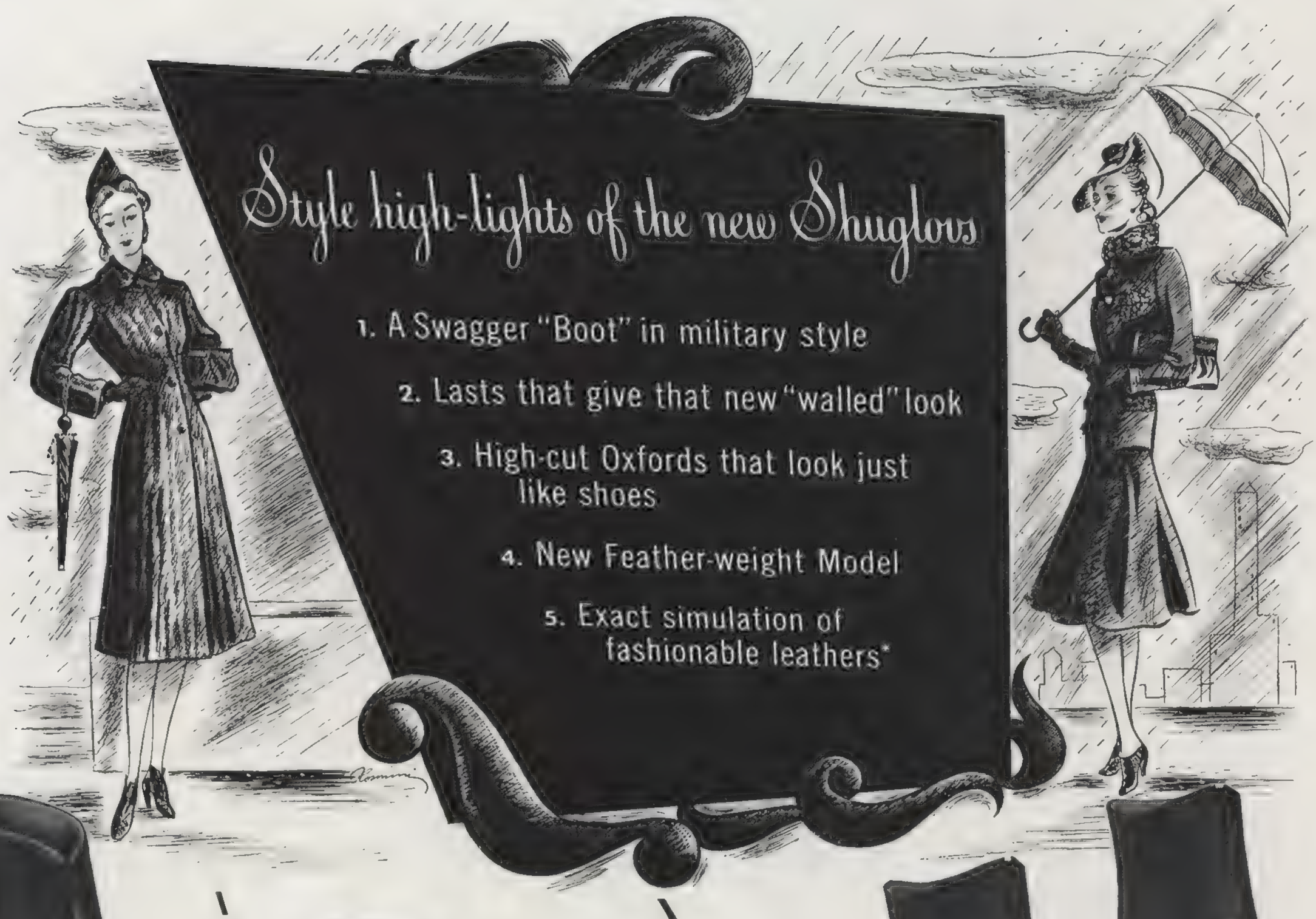


BETTY LOU WHITE
University of California

"The contest presented real problems in a fascinating way . . . a splendid opportunity for training, quite aside from the awards."

ROSALIND KOLAN
University of California at L.A.

"Delighted to receive Honourable Mention. It is a happy thought on the part of Vogue to give us a year's subscription."



5 OUNCES LIGHTER than a regular galosh—no wonder this Shuglov is named "Verilite"! In style, it's a classic—not a trace of ornament to break the graceful lines. And you'll love the smooth, stocking-knit lining—it's so kind to your hose. (Black or Blue Jacket Blue. Hidden Talon fastening.)

MILITARY BOOT is the Shuglov for you, if you adore a bit of swagger! Goes on *over* your shoes. Goes with town or campus clothes. Two inches higher than most galoshes, you have to be a high-splasher to spot your hose! Finish, exact appearance of brown-dyed Pigskin* with boot-like detail of stitching and reinforcements! Ask to see the Military Boot—and other Shuglov models. They're sold at better stores everywhere!

**Made by the patented Textran process.*

AND THAT NEW "WALLED" LOOK! . . . you can have it in your Shuglovs, too!—in models molded on the new last! They fit *any* type of shoe sleekly and look, oh, so smart and new! In oxfords as well as the high styles you see illustrated above.

LEATHER SHOES OR RUBBER SHUGLOVS? It's hard to tell, when you're wearing Shuglov Oxfords! *Left*—Reptile Oxford—finished in an exact simulation of Lizard and Calf-skin*. Slenderizing down the instep trim. *Right*—Suede Oxford with Patent trim*. *Both* have the new last that gives feet that smart "walled" look, no matter what style shoe is worn beneath!

Shuglovs

BY GOODRICH

As smart as the fine shoes they protect

Left—Python Zipper. Vamp and heel trim simulate Reptile skin; uppers look for all the world like Bengalene. *Right*—Colonial Suede Zipper. A smart Suede and Patent* combination! Find out how slim your feet *look*—how light they *feel* in these new Shuglovs.

GOODRICH FOOTWEAR, WATERTOWN, MASS.

BESIDES SHUGLOVS, GOODRICH ALSO MAKES OTHER FINE RUBBER FOOTWEAR. YOU CAN BUY THEM WITH CONFIDENCE IN THEIR TRUE GOODRICH QUALITY, WHEREVER YOU SEE THEM!

Vogue Says:
"Peplums stand out!"

What's this?...
The flare of a peplum on today's narrow, narrow dresses? Yes! But no other break in your slim torso line. Above all, no "gap-osis"—a hop-skip-and-jump placket. Instead, a tidy little Talon slide fastener! Only—make *sure* you get the Talon fastener*... it's so dependable!

TALON, INC. • MEADVILLE, PA.

"TALON"—THE DEPENDABLE SLIDE FASTENER
Reg. U.S. Pat. Off.

* *Other women do! In fact, consumer surveys show that among the thousands of women expressing a slide fastener preference, more than 70 prefer "Talon" to every one who names any other brand!*

4257—Stud dress in black, soldier blue, Indian earth, or bay leaf. Sizes 12 to 40

4252—Coat dress in vineyard red, soldier blue, Indian earth, or black. Sizes 16 to 44

4255—Side Buttoneer. River blue, Indian earth, vineyard red or black. Sizes 12 to 20

Georgiana FROCKS

REG. U. S. PAT. OFF.

NARROW in a Giana Rib DOWN NICELY

Fashion loves the narrow way of Giana rayon Ribs —deep ribs that look tucked—fashionable enough for anywhere—casual enough for anything—and such miracles of Georgiana good taste and good budgetry that you'll want black and a color or two! Who would ever dream they are only **$6.50**

4253, Far left—Black, soldier blue, promenade green, chicory brown. Sizes 14-42
4251, Left—Black, navy, vineyard red, promenade green. Sizes 14-42

CARSON PIRIE SCOTT.....CHICAGO

Abraham & Straus.....Brooklyn
J. N. Adam.....Buffalo
Auerbach Co.....Salt Lake City
Bloomingdale's.....New York City
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Wm. Filene's.....Boston
Frederick & Nelson.....Seattle
Hirsch Bros.....St. Joseph
Joske's.....San Antonio
Kerr's.....Oklahoma City
The LaSalle & Koch Co.....Toledo
Loveman, Joseph & Loeb..Birmingham
Loveman's, Inc.....Chattanooga
T. S. Martin Co.....Sioux City
The May Co.....Cleveland
Schuster's.....Milwaukee
The Aug. W. Smith Co..Spartanburg
Strawbridge & Clothier..Philadelphia

Sold in over 2500 cities, or write Tabin Picker Co., Chicago, Illinois

Why pull 'n' tug?

Talon fasteners make corsets easy to manage

REG. U.S. PAT. OFF.

Don't bother with "struggle-fuss" foundations! Ask for corsets with the quick-and-easy Talon slide fastener. It saves wear and tear. Makes garments last longer. Helps keep them in shape. *And remember*—only the Talon fastener has the indispensable self-lock . . . a patented method of insertion and reinforcement. *Of course*—consumer surveys show that "Talon" is women's pet slide fastener. It's so completely reliable!

TALON, INC. • MEADVILLE, PA.

"TALON"—THE DEPENDABLE SLIDE FASTENER

Reg. U.S. Pat. Off.

Exchange Your Legs for a Prettier Pair

"Belle-Sharmeers come in leg sizes and their perfect fit is so flattering."

Imagine stockings that fit so smoothly they seem to be another skin. *Belle-Sharmeer* Stockings fit like this on every type of leg. They're individually sized in *width* as well as in length for small, middling, tall, and plump ...in silk or in nylon...two thread or five thread. Just ask for your leg size . . . *Brev* for smalls, *Modite* for middlings, *Duchess* for talls, *Classic* for plumps. Exclusive with one fine store in your city. Write for the name. Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Indiana.

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Belle Sharmeer
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in all leg sizes
IN SILK OR NYLON

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and wear your

*Shagmoor everywhere

THIS LABEL IS YOUR GUARANTEE
IT'S A GENUINE *SHAGMOOR
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STYLE 645—*Shagmoor Alpaca dressy casual with harmonizing dyed wolf collar. $69.95

There is a tradition of quality behind the *Shagmoor label. It is your assurance of fine, careful workmanship; of simple, classic design that won't go out of style in a season; of downy-soft, pure wool fabrics made by an exclusive, patented process to give comfortable warmth-without-weight. For Incomes Limited (or Unlimited) a *Shagmoor is a sound investment!

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Vogue's selected

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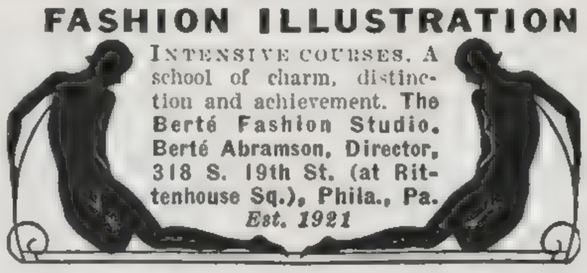

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ROCKEFELLER PLAZA RESTAURANT—32 W. 50th. Smart but informal. Plaza Room: club breakfast 60c, luncheon from 75c, dinner from $1.00, cocktails from 25c. Old New York Room: luncheon from 75c, dinner from $1.00. Cocktail lounge. Cocktails from 25c.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50.

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix-Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00, also à la carte. 5 minutes from theatre district.

WHAT RESTAURANTS ARE OPEN in the Fall? The Gourmet's Guide will direct you to them. And you can be sure that those listed here are just the kind that will fill the bill at any time.

You Supply the Bride and Groom

...we'll do the rest! Let our expert staff handle every detail of your bachelor dinner, reception, engagement tea, or shower. Catering at home, too! May we send you our brochure?

The **SHERRY NETHERLAND**
5th Ave. at 59th St. • Eugene Voit, Mgr.

A new place to lunch or dine? A place you may have forgotten? A place to do your friends proud? Vogue tells you about them all in these columns.

24 West Fifty-Fifth Street

While October is still warm enough for a last few meals out-of-doors, an ideal place to linger over them is the lovely garden back of the restaurant at 24 West Fifty-Fifth Street. This is a real garden, no sidewalk business, with big green trees, as unexpectedly lovely a place as you will encounter anywhere round midtown New York. When dusk falls, hurricane-lamps are lighted on the tables, and you feel pleased and relaxed.

If it turns chilly in the evening, you can have your cocktails in the garden, and then move into the restaurant for dinner. When you order, try the Oysters Rockefeller, baked on a bed of rock-salt, or order a *Ragoût à la Deutsch*, a dish that pleases us not only because it is so good, but because it is so perfectly served. The *ragoût*, of beef and vegetables in a port wine sauce, is brought to the table in the same pot in which it was cooked—a wonderful pot of heavy iron with a close-fitting cover set in a wooden disk. It was only our innate sense of honesty that made us leave that pot where it was, instead of taking it right home with us, as we longed to do.

The restaurant is in the Rockefeller apartment building at 24 West Fifty-Fifth Street, and people who have apartments there drop into the restaurant for lunch or dinner, so you may catch a glimpse of Madge Evans or Gertrude Lawrence or some other celebrity over your coffee-cup.

Hot sandwiches

We, personally, are always happy when any one takes us to the back room at the Plaza. We like that fine, solid room, with the somewhat worn leather seats and no nonsense about modern trappings. And we like going there now, especially, because those little hot sandwiches are making their appearance again at cocktail time.

These aren't toasted sandwiches or bits of this-and-that, but simple, small, substantial sandwiches that surprise you no end by being piping hot. The secret lies in keeping the sliced, buttered bread for the sandwiches wrapped in damp towels, so that when they are filled and popped into the oven, they don't dry out.

Holland House

Up at that international gathering of restaurants at Rockefeller Center, the most recent flag-waving was in honour of the opening of the Holland House Taverne at 10 Rockefeller Plaza.

This is a fascinating restaurant to wander around and look at, aside from providing good food. There is a replica of an old Dutch tiled fireplace in the foyer, and the vast bar is an arresting affair of curves reproducing an old-time bar of Holland.

One thing we noticed was that the restaurant was full of men having a very pleasant and unhurried time eating, which we always know is a good sign.

The special dishes always include some Dutch favourites. We tried *Erwten Soep*, which is green-pea soup with croutons, and a fine entrée of chopped veal wrapped in cabbage and served with mushroom sauce, and the superb little Dutch pastries, especially a brittle, twisted, sugared kind.

You don't have to go Dutch unless you want to, however, because the à la carte menu is very inclusive, and each day some specialty is flown in by plane. When we were there, it was smoked rainbow-trout from Colorado.

You will be glad to hear that the Holland House has a sufficient supply of Heineken's Dutch beer to last till the first of the year, and we were delighted to encounter at cocktail time the Kroepoek chips, which we hadn't had since Paris—those wonderful bits made of powdered shrimp, which are fried in oil and served hot, and taste like nothing you've tasted before.

If you want to give a party outside of your own house, the Holland House can provide you with a private dining-room complete with dance floor.

RESTAURANTS—DANCING

ST. MORITZ-ON-THE-PARK, 50 Central Park S. Dinner and supper dancing in the Sky Gardens. Home of Rumpelmayer's and Café de la Paix, America's first Sidewalk Café, 'Round the World Bar.

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VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Maximillian Bergere & Orch. Panchito & his Rhumba.

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LARUE—45 East 58th Street. VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

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LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food & entertainment. "Sly" & subtle Eddie Davis heads the show. 4 shows nightly. Continuous Dancing. "Should be visited at least once in every lifetime."

LOUNGE BAR

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way. Luncheon, cocktail hour, dinner, supper. Superb cocktails from 25c.

IF YOU ARE A CONNOISSEUR of food you will make a habit of referring to Vogue's Gourmet's Guide wherever you are. In it are listed twice each month restaurants, in and out of town, that will always satisfy the taste of the strictest gourmet.

OUT-OF-TOWN

CALIFORNIA

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

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THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

SO HIGH, Easton. Rt. 59—3½ miles west Merritt Pky. Easton exit. Food that has individuality. Specializing in lobsters, steaks and southern fried chicken. Scenic beauty. Terrace dining. Bridgeport 4-6456.

TIMBER TRAILS INN—Sherman, R. 37, 12 mi. north Brewster. Charming country inn, 1400 acre preserve. After dining here, you'll want to return for a longer stay. Riding stables. Polo every Sunday.

SILVERMINE TAVERN, NORWALK. 1½ miles North of Merritt Parkway. Dining Terrace and guest rooms overlook River. Superb country cooking. Old Mill, Country store, Antique shops.

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OLD MILL INN—Route 32 between Morristown and Bernardsville. Picturesque old inn amid historic surroundings. Delicious food. Fine wines and liquors. Outstanding country restaurant. Air conditioned.

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THE MORI RESTAURANT of Bleecker Street, now at Manhasset. One block off Northern Blvd. Luncheon, cocktails & dinner. Table d'hôte and à la carte. A varied and excellent cuisine.

CANOE PLACE INN, Hampton Bays. 2 hours' drive from N. Y. On Shinnecock Bay. Sea Food a specialty. Luncheons. Dinners. A la carte. Comfortable rooms. Excellent orchestra. Deservedly a favorite.

VILLA VICTOR—Syosset (Jericho Turnpike. Tel. 1706). An exclusive French restaurant where one has the distraction of feeding many wild ducks while enjoying cocktails. Reminiscent des environs de Paris.

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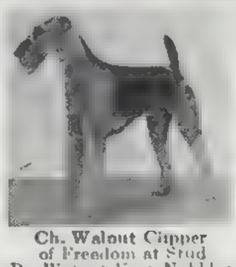

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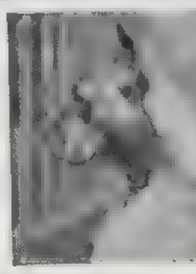
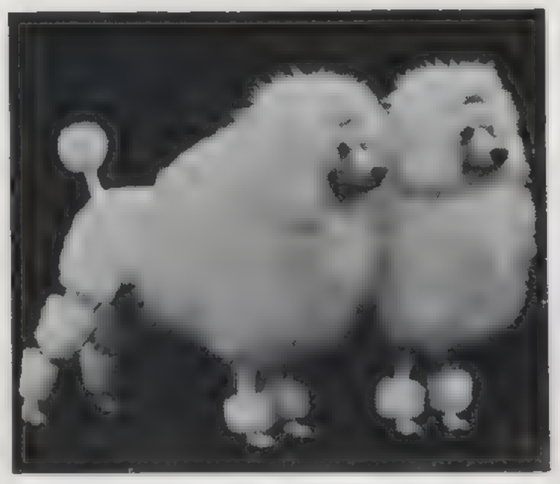


THE DOG

Vogue's gallery of

Int. Ch. Blakeen Eiger, fourteen times best in show, and litter sister, Ch. Blakeen Jung Frau, nineteen times best in show. Eiger best at world's largest show, Morris and Essex, May 1940. Sired by the great Ch. Nunsoe Duc de la Terrace of Blakeen, best once at Westminster, New York. Owned by Mr. and Mrs. Sherman R. Hoyt



The consensus of opinion is that the Poodle is a German Breed. "Poodle" is a derivative of Pudel, applied to the breed because of its ability in water-retrieving. It was believed for a time that he was strictly a French product. English and American breeders now accept the Teutonic theory. Ch. Ambroise of Misty Isles. Owner, B. H. Rogers

When his fame as a "duck dog" became known in France and later on in England, the intricate clipping mode came into being. Poodle owners went the limit. Coats of arms were worked out on the bodies of their Poodles by means of careful clipping. Ch. Blakeen Cyrano, best in show winner. Owner, Miss M. McCreery, Lowmont Kennels

In the Poodle, all is psychic; in all other dogs, the instinct commands. It is perfectly useless to chastise the Poodle, as a beating fills him with anguish, and you get nothing out of him. Children are especially fond of him, as he is tolerant of childish tricks. Ch. Hillandale Babine. Owner, Mr. and Mrs. Charles S. Smith, Hillandale Kennels

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MODE

pure bred dogs

Next to soundness and intelligence, the most necessary attribute of the Poodle is style. The Poodle is a very elegant-looking dog, well-built and with a fine, proud carriage that is emphasized by the litheness of his stance and movement. Ch. Pillicoc Reverie, awarded best in show, Whitemarsh, Penna., 1940. Owner, Mrs. M. Erlanger

When we come to the origin of the Poodle, we have many opinions and innumerable theories. It is the belief of many that the original home of the Poodle was the desert-swept country around Algeria and Morocco and that he was brought to Greece and Rome centuries ago. Puttencove Blaise. Owner, Mrs. George Putnam, Puttencove Kennels

What Obedience Training classes have done to foster interest in the Poodle can not be overestimated, but it is safe to say that, with attention focused on this type of work at shows and in class work, the public is coming to realize the Poodle takes to training readily. Black standard Poodle champion owned by Mrs. W. F. Githens

The Poodle has retained the characteristics of his breed for hundreds of years. Sir Edwin Landseer's painting, "Laying Down the Law," shows this. There is the sagacious look, the remarkable resemblance between the white, dark-eyed, and black-nosed Poodle of the present day. Ch. Seafren Ange Gardien. Mr. and Mrs. S. Mead

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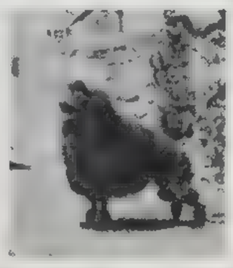

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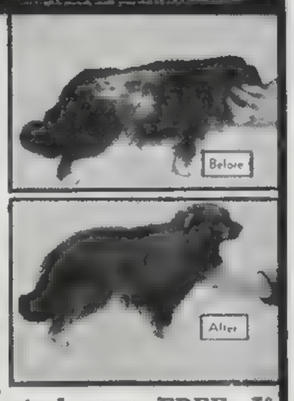

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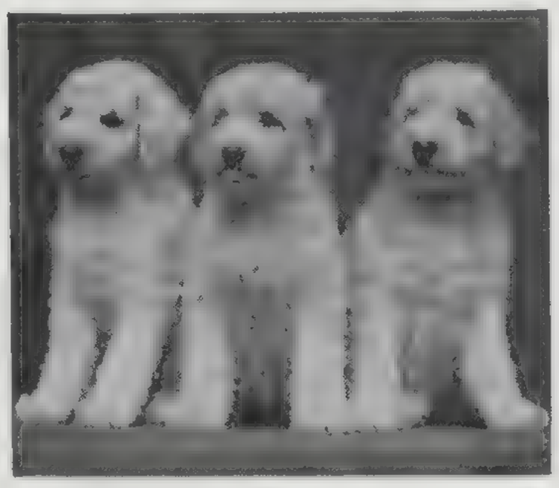
THE DOG MODE

Vogue's gallery of pure bred dogs

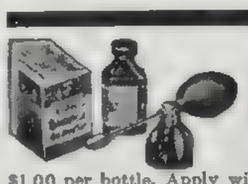
A Poodle must be stylish and beautiful to look at, sweet-tempered to live with, strong enough for outdoor or hunting purposes. A Poodle can be any solid or even colour. The white, silver, cream, or apricot should have dark or black eyes, lips, nose, and toenails. Dr. C. C. Young's well-known Ch. Nunsoe Little Audrey of Torchlight

People regard the Poodle's coat trim as exotic or a ludicrous affectation. Yet it is one of the most important phases of Poodle history. The reason for the coat being clipped in the first place was to afford greater freedom in water-retrieving work. Ch. Carillon Courage, C. D., C.D.X. (Obedience Titles). Mrs. Whitehouse Walker

In all forms of Obedience work, the Poodle shows a flash, an understanding of what the work entails. The Poodle has nice discrimination and keen intelligence, responds readily to commands, has deep powers of concentration. He remembers what he is taught. He has respect for authority. Pillicoc Gregory "Johnny Bowes" with Major Bowes



Puppies bred at Blakeen Kennels. They show the pride and alertness characteristic of this popular breed. Points to look for in puppies, two to four months old, whether large or toy, are dark eyes, narrow skull, great length of head, short back and well-sprung ribs, good clean neck and shoulders, straight forelegs, and good temperament



Quadine YOUR DOG AGAINST Fleas and Lice, Ear and Sarcoptic Mange, Ring-worm and Canker Ear, Mosquitoes and Wood Ticks, Doggy Odor, Dandruff Scales and Falling Hair. Do as the great kennels do. Quadine YOUR DOG FOR that Dog Show Sheen and clean, pleasant smell. $1.00 per bottle. Apply with nasal or perfume atomizer, or buy **non-clog** Quadine Jr. Atomizer Set, $1.50 including bottle from your dealer or postpaid from

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112 W. North Ave., Baltimore, Md.

Specific Questions on Dog Subjects will gladly be answered by

THE DOG MODE OF VOGUE

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

FOLLOW SUMMER SOUTH . . . AND WEST

AUTUMN is still partial to summer around the Mason-Dixon line, and late vacationers find the combination of southern hospitality and warm sun the perfect recipe for relaxation. White Sulphur Springs in West Virginia invites "you all" to its Middle Atlantic Inter-Collegiate Doubles Tournament on October 10-13. Entrants from twenty seaboard colleges will volley for single trophies as well as the doubles crown. Here is an opportunity for some spectator sport—just sit in the sun and sip a mint julep!

FOR you who look California-way for fun, the sunny state is planning a party—National Wine Week, October 13-20. This means open house at the wineries, and colorful folk-dancing all down the San Bernardino Valley—a Continental flavor on our own home ground.

"HAVE-it-in-the-blood" fishermen will have their chance for adventuresome sport in the $10,000 Open Southern California Salt Water Fishing Tournament, running for the month of October. Daily, weekly, and monthly prizes are awarded for catches along the Pacific shores from the Coronado Islands to Santa Barbara, whether snagged from a boat, barge, pier, or the surf. The competition is held for nineteen varieties, so chances are infinite for making fun worth-while.

FOR you who remain in New York for October's bright blue weather, remember the closing date for the Fair is October 27. It's a last chance to see those spots you've been saving for summer visitors.

ARIZONA

CHANDLER

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground. 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

TUCSON

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo, Golf. Nick Hall, Mgr.

CALIFORNIA

ARROWHEAD SPRINGS

Arrowhead Springs New Hotel & Spa

America's finest and smartest Spa. World famed thermal waters. Natural Steam Caves. Arsenated Mud Packs. Distinguished medical supervision. Magnificent hotel and lovely bungalows. Superb cuisine. Swimming. Golf. Riding. Tennis. Elev. 1800 ft. 90-min. from Los Angeles. Attractive fall and winter rates. Write for folders. Rates. Harry S. Ward, Manager.

COLORADO

COLORADO SPRINGS

The Broadmoor. In the shadow of Pike's Peak. Sports and social center of the Rockies. Metropolitan luxury, smart entertainment. Brochure on request.

DISTRICT OF COLUMBIA

WASHINGTON

Hotel Raleigh. Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Special tourist rates. Write C. C. Schiffeler, Gen. Mgr.

GEORGIA

SEA ISLAND

The Cloister. Cool your cares at this famed seaside resort. All sports. Reasonable rates. Selected Clientele. New York Office, 630 5th Avenue, CIrcle 5-8055.

MARYLAND

BALTIMORE

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standard of living. Rates begin at $3.50.

MASSACHUSETTS

BOSTON

The Somerset

When you stay at this distinguished hotel you are close to Boston's attractions, protected from its distractions. Located on Commonwealth Ave., in the loveliest part of Back Bay, The Somerset offers the ideal background for gracious living during your Boston visit. Dinner and supper dancing in the smart Balinese Room. Single rooms from $4, doubles $6. Suites $8 up. Come soon.

NORTHAMPTON

Wiggins Old Tavern & Hotel Northampton, & Old Country Store—combining modern accommodations with old N. E. charm. Lewis N. Wiggins, Landlord.

MISSISSIPPI

PASS CHRISTIAN

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

MISSOURI

KANSAS CITY

Bellerive Hotel: Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral room, French Cuisine. Garage. Trans. or Perm. Wire for reservations.

NEW HAMPSHIRE

HANOVER

The Hanover Inn at Dartmouth College. Open all year. Booklet. Ford & Peggy Sayre, Managers. Robt. F. Warner, New York Rep., Tel. BR 9-6348.

If you wish more complete information about any of the hotels listed on these pages, drop us a card and perhaps we can help you. Vogue's Travel Service.

NEW JERSEY

ATLANTIC CITY

Marlborough-Blenheim. For a healthful Autumn interlude by the sea. Boardwalk sun decks, tempting menus. Josiah White & Sons Company.

NEW YORK

NEW YORK CITY

American Woman's Club, 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from $3; double from $5.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3. single; $5. double. Continental breakfast included. Bklt. "VM".

The Beekman, Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

NEW YORK CITY

The Plaza

Don't hesitate in your choice of a hotel in New York, decide on the Plaza. Special Summer Rates during the World's Fair. Single rooms from $5; Double from $7. Facing Central Park. Smart shops and theatres nearby. Subway station at hotel direct to the World's Fair. Henry A. Rost, President and General Manager.

NEW YORK

NEW YORK CITY

Beekman Tower—49th St. at East River Drive. Overlooking River. Smart location. 400 outside rooms. Near shops, theatres, business. $2.50 daily. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

Ferguson Club for Young Women. Attractive environment at both houses. Rates including meals very reasonable. 35 E. 68th St.—309 W. 82nd St.

George Washington, 23rd St. & Lexington Ave. All rooms with bath, from $2.50 single, $4.00 double. Write for Booklet VO and Supervue Map of New York.

The Grosvenor, on Convenient Lower Fifth Avenue, at Tenth Street—A Distinctive Hotel of Quiet Charm. Single from $3.50. Twin beds from $5.

NEW YORK CITY

The Waldorf-Astoria

Dollar for dollar . . . item for item . . . service for service . . . the Waldorf invites any competitive comparison you care to make! The Waldorf is now the most extensively air-conditioned hotel in the world. Park Avenue, 49th to 50th Streets, N. Y.

NEW YORK

NEW YORK CITY

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

WATKINS GLEN

Glen Springs Hotel. A Famous Spa in America Natural Nauheim Baths. Selected clientele. N. Y. Office, 500 Fifth Ave., Room 1106. Phone PEnn 6-9557.

PENNSYLVANIA

PHILADELPHIA

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at $3.85. Claude H. Bennett, General Manager.

VERMONT

GREEN MOUNTAINS

Colorful foliage, scenic autumn tours. "Unspoiled Vermont," official illustrated guide, from Vermont Publicity Service, 42 State House, Montpelier, Vt.

VIRGINIA

VIRGINIA BEACH

Cavalier Hotel and Country Club. Open all year. 2 golf courses, tennis, riding, fishing, heated indoor pool. Roland Eaton, Mg. Dir. Write for Booklet W.

WILLIAMSBURG

Williamsburg Inn & Lodge

Two fine new hotels, in harmony with the enchanting atmosphere of restored Colonial Williamsburg. Distinguished cooking. New outdoor swimming pool. Golf. At Inn, every room has bath, many are air-conditioned. Rates from $5. Rooms at Lodge: with bath from $3, without bath from $2. John D. Green, Mgr. For full information inquire: N. Y. Office, 630 5th Ave., CIrcle 6-8896.

WEST VIRGINIA

WHITE SULPHUR SPRINGS

The Greenbrier Hotel and Cottages

Right now is the time for a trip to The Greenbrier . . . but if you cannot go until later this fall, you can still take advantage of the facilities here—for America's most beautiful resort is open the year around. And here's something else to remember: the special 2 weeks all-expense winter rate (including golf privileges or a course of mineral baths) goes into effect November 1st.

CANADA

QUEBEC—STE. MARGUERITE DU LAC MASSON

Domaine D'Esterel. Enjoy a glorious vacation sky high in the Laurentians. Every sport and pastime. Write for booklet to Miss L. Springer.

SWITZERLAND

LAUSANNE

Lausanne-Palace-Beau-Site. Wonderful position overlkg. Lake & Alps. Excel. cuis. Grill, bar, dancing. All sports. Garage. Reasonable rates. L. Poltéra, Dir.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

NEW MEXICO

LAS VEGAS

Rancho de Dias Alegres. In Rocky Mts. Cool summer climate. Elevation 7400 feet. Enjoy New Mexico this summer. Booklet. Frank J. Teague.

TEXAS

BANDERA

Mayan Guest Ranch. 48 mi. W. of San Antonio. Thrilling fun, luxurious comfort, excellent table, American plan. Write for folder. Wm. P. Taylor, Mgr.

ADDRESS—TELEPHONE SERVICE

YOUR BUSINESS—PERSONAL ADDRESS! Mail—Telephone messages taken; forwarded. No room number. Authorized agent American Exp. Co. (Foreign Money Orders). Fifth Avenue Public Service, 307 5th Ave. MU 4-1818

ALL OCCASION BASKETS

ALICE H. MARKS famed baskets filled with luscious goodies for the traveler, hostess and convalescent. $5.50 up; packages $3.50 up. Fascinating gifts for all occasions. Mail & 'phone orders filled. 6 E. 52 St., N. Y. PL 3-7282

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CRASH! WHAT BROKE? Our experts repair modern and antique art objects, glass, china, metals, tortoise-shells, etc. We polish, plate or refinish silver, gold, chromium. Gem Specialty Co., 10 West 47th Street, N. Y. C.

BAGS

A. L. WORKMAN—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearls restrung. Rm. 803, 424 Madison Ave., N. Y.

DID YOU KNOW that Vogue's Address Book can help you out of many a spot—from a cigarette burn in your newest dress to a cook who walks out the night of your dinner party? Plan to use this service frequently

BEAUTY CULTURE

LOOK YEARS YOUNGER. JOANN COLLINS' Nonsurgical Face and Neck treatments attested for 20 years, corrects wrinkles, eye-puffs; firms contours. Freckles, blemishes removed. Advice free. 200 W. 58 St., N. Y. C. CI 7-1528

YOUTHIFY YOUR SKIN in 5 Days. Nonsurgical. Helps correct wrinkles, crepy neck, blackheads, scars, large pores. Results assured. Call, write for free advice. Helene Adair, 20 East 53rd Street, N. Y. PLaza 3-2489

LOVELY SKIN DEMANDS CARE. C. Reisner helps correct your facial blemishes and improves oily or dry skin. Complete cleansing of the skin and individual make-up hints. Free consultation. 505 5th Ave. VA 6-1623

BEVERAGES

IT BECOMES MORE APPARENT THERE is only one fancy line of carbonated drinks now on the market, only one made regardless of cost for people who want fashionable service. The name is self-stirring Billy Baxter

BILLY BAXTER MAKES GINGER BEER. Quinine Soda, Club Soda, Sarsaparilla, etc. Popular size is 10 oz. club style of bottle, 4 dozen to case, priced at $7.00, delivered; $1.00 allowance made for each case empty bottles

BILLY BAXTER WILL OPEN ACCOUNTS if orders are on personal letterheads. Order a case today; assort it, if you wish. Send for complete booklet, price list and order card. The Red Raven Corporation, Cheswick, Pa.

CHILDREN'S WEAR

NATALIE, INC. & NATALIE GROWN-UP are side by side at 108 East 57 St. showing fall models for mother and daughter, also winter coats and hats for children. Road exhibit visiting principal cities. PLaza 3-4908

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CHRISTMAS CARDS

PERSONAL ENGRAVED CHRISTMAS Cards in exclusive designs, magnificent assortment. Will be delivered anywhere. Write for samples at once. Everett Waddey Company, 5 South 11th Street, Richmond, Virginia

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DIFFICULT LETTERS TO WRITE? Send your problem. You will receive appropriate, typed suggestions to put on your own stationery in your own handwriting. For all details write Mrs. J. W. Hinson, Marianna, Florida

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

COSMETICS

SALLYE HARMER COSMETICS are sold in the comfort of your home. Individualized cosmetics made fresh every day and sent direct from the laboratories to patrons all over the country. Experts on Skin are our salespersons. Would you like to learn? Dignified way to earn money. Liberal commissions enable you to become independent. Territories are more valuable each day. Complete information, write Sallye Harmer, Lansdowne, Pa. Dept. 10

MME. RUBINOFF COSMETICS—made for you—bearing your name. Receive free sample and facial at any representative salon. Sold nationally. New York, VI 7-1544. Main Salon and Laboratories, 1720 Euclid, Cleveland, Ohio

CUSTOM SHOE REMODELING

B. NELSON, INC.—Lengthen short shoes (not by stretching)—widen; re-fit; handsole your shoes over their original style last. Redye any color. Suede changed to leather. Mail orders expertly handled. 10 E. 39 St., N. Y.

DELICACIES

VENDÔME—Specialists in Russian Caviar, Cheese in Wine, Brandied Fruits, Turtle Soup, Salted Nuts, Bon Voyage Baskets. Large assortment of all fine table delicacies. Write for Catalogue V. 415 Madison Avenue, N. Y. C.

CHEF D'ORLEANS—Seafood Delicacies ready to serve. Decoratively wrapped Gift Packages. Smoked Oysters, Green Turtle Soup, Pâté of Shrimp, Creole Gumbo. Free Folder. N.O. Delicacy Co., 1406—7th St., New Orleans, La.

DOMESTIC EMPLOYEES

WHEN PLANNING for your family's comfort, has a household problem arisen? Years of experience fit us to select the proper applicant for the individual position. Miss Brinkley's Placement Agency, 1 West 47th Street, New York

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IT WAS FUN buying your clothes in the busy shop. Let our expert staff fit them in the comfort of your home. Whether it is designing for your personality or remodeling, call or write. Mme. Jane, 981 Madison Ave., N. Y. RH 4-1600

JEANNE GRÉBÈRE, Expert Modiste. Day, evening clothes, coats & suits. New designs now ready. Careful remodelling, designing, workmanship. Models copied exactly. Prices moderate. PL 3-2572. 140 E. 58th St., N. Y. C.

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation. Booklet Free. Edna Grimes, 607 Fifth Avenue, at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 23rd year at 347 Fifth Avenue, New York. AS 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair permanently and safely removed by improved method. Endorsed by skin specialists. Personal attention. Free consultation. 507 5th Ave., N. Y. MU 2-3314

SAMUEL P. GILMORE—Established over 40 years in New York. Superfluous Hair and Facial Blemishes permanently and safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless, and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., N. Y. Room 616. MU 2-1714

FACE HAIR REMOVED FOREVER. Permanent eyebrow shape. No scars. Written guarantee. Privacy; personal attention. Free consultation. Cosmopolitan Health Institute, 201 West 89th St., N. Y., Suite 1-F. EN 2-9242

ENTERTAINMENT

LOUISE LLEWELLYN—Numerologist and Astrologer. Your present events $2. Detailed forecast of your next twelve months $10. Send name at birth and birth date with check. 147 N. Stanley Drive, Beverly Hills, California

ORENA A. KOEPPEL—Internationally known numerologist—formerly of Roney Plaza, offers personal monthly chart, $1; 12 mos. $10. Lucky No.-Fin. Guide, $2. Send check, name, birth date, question. P.O. 801 G.C.A., N.Y.C.

Vogue's ADDRESS *of shops*

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

DANCING LESSONS. One of the many nice things about taking dancing lessons from Albert Butler is that you acquire something so fundamental, you can follow almost *any* dancing partner. Having studied to be an engineer, Mr. Butler applied his science to dancing, and the result is a system of helpful body mechanics. His credo: good dancing is based on good movement, and is more than getting the steps down pat. Chances are you'll never find a partner who does the same ones anyway! Learning the proper coordination, how to balance your body like a sailor on a rolling deck (that's why sailors have slim hips!)—these are the tricks that will help you to toss off a mean rhumba. And—N.B.—Mr. Butler maintains that practice of his theories should help you achieve that desirable this-season slim look.

He and his wife give private lessons, as well as classes, in their studio at 66 East Fifty-Sixth Street. It's well be-mirrored, so that you can watch yourself growing proficient. One popular course is fifteen lessons for $55—and well worth it!

FUR FACTS. We imagine you've been rooting through trunks (with an eye to the newest fashion), uncovering fur to Do Things With. So we've been on the alert for a little furrier who will Do Those Things for you. And we've found him in Harry Jay Treu, at 147 West Thirty-Fifth Street. Here are some ideas: He'll make a muff for you out of, perhaps, an old fur collar and cuffs; or, if you don't have enough for a whole fur muff, he'll make a cloth muff out of your coat material, and smartly strip on what fur you have. If it's infinitesimal pieces you've brought to light, or a few good skins from an otherwise worn-out coat, he can do things like this: he'll sew fur cuffs onto a pair of gloves, or fur initials on the backs. He'll fashion a fur scarf that you can wear Ascot-wise, or maybe draped from your hat. Even if you have just a pouf of fur, you can have it made into a marvellous hatpin. It's hard to tell you about prices, but they're very gentle. To evolve a muff from your own fur, for instance, can cost as little as $8.

FURS

COUTURIERS' CHOICE IN FINE FURS. Precious Persians, prime Canadian mink, satiny caracul—have your coat made now by Molot, formerly with Bergdorf Goodman Fur Corp. Molot, 21 E. 56 St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

FURS REMODELED

NEXT SEASON'S MODE FOR OLD FURS Give your old fur coat a new lease on life. $25 for this splendid remodeling service; includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. LAckawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 147 W. 35th St., 18th fl., opp. 35 St. side of Macy's, N. Y. C.

TOO MUCH TIME IS SPENT looking for shops and services that will fulfill your own particular needs. Look them up in these columns. You'll find a helpful shortcut in time and effort. Tuck them handily in your purse

GIFTS

ORREFORS CRYSTAL in a wide selection, originally designed lamps, and significant modern jewelry by Wiwen Nilsson, exclusive with us. Information sent on request. Orrefors Galleries, 5 E. 57th St., N. Y. C. EL 5-4946

HAIRDRESSERS

J. SCHAEFFER, custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3900 for appointment

EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

MARIO JEREZ, New York's most Prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3777)

BOOK *and services*

HEAD WORK. We've also had our ears to the ground, *re* the Fur Somewhere look, for a milliner who will make fur hats for you. We unearthed Marie. You furnish the fur—she makes the hat (all fur, or cloth-and-fur, if you have only enough for trimming), and you pay her about $14.50. Aside from this, sports felts are her special delight. About the shop: Marie zestfully redecorates it every year. Just at the moment, it's grey, green, and yellow, spiked with a lamp and one chair in orange. Hat prices range from about $12.50 to $16.50; the address, 501 Madison Avenue.

SHOES FIXED. When you discover a blister on your foot, or a hole in your stocking, after one wearing of a new pair of shoes; when you realize that your favourite pair of shoes has at last reached the end of its tether; when you find that your feet have been inching up on you; don't relegate the offending shoes to the Limbo of the Unworn. Put them under the care of the B. Nelson Shoe Rebuilding Company. They'll delete the rub, revitalize the old ones so that they can continue to take it for years to come, or cleverly lengthen the too-short ones by a process of insertion; fact is, they'll do *anything* to your shoes: pep up suède; dye; expurgate wedges. Some of their customers have to be persuaded *not* to have their pet shoes rebuilt for the *fifth* time! So—if the shoe doesn't fit, put it on at 10 East Thirty-Ninth Street, and it soon will.

POUR LE SPORT. If you feel as though you're going to seed for lack of exercise, hie yourself to the Barbizon Hotel some day soon, and see Miss Mary Beaton, the ver-r-y gay little Scotswoman in charge of a' that goes on in the nether regions of this ever-active place. The swimming-pool is just the beginning. It's been nautically redecorated, incidentally—the balcony overlooking it now mimics a ship's deck, even to the serving of tea. Swimming lessons are given during the day; and the pool is open to all—men and women—from six p.m. to nine. (That's fifty cents admission.) Then there's a well-equipped gym; rooms for massages and alcohol rubs; and squash and badminton courts (they cost $1.25 a half-hour). The address, you probably know, is the corner of Lexington Avenue and Sixty-Third Street.

HAIRDRESSERS (Cont'd)

C. LEONCE FOR ADVANCED HAIR STYLE Noted for incomparable chic & originality. His Self-setting wireless permanent has been the talk of this continent. Specialist in Scientific Hair coloring. 9 E. 53 St., N. Y. WI 2-0399

FRED the Hairstylist, creator of Hair Styles. Youthify your hair & scalp under meticulous supervision. 18 E. 49th St., EL 5-2220; Washington, D. C., Branch at Phillipsborn, 11th St. Tel. Nat'l 4174; Kansas City, Mo., at Berkson's

ROBERT MAKES YOU BEAUTIFUL. New Fall Coiffure designed and waved, $1.50. A Flexible Permanent youthful, individual. Special attention to dyed, bleached, white hair. Booklet. 675 5th Ave. (53 St.) PL 3-9023

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

JOSEPH, ART HAIRDRESSER'S wireless permanents are durable, glossy—styled by experts. We recolor hair in the most youthful and natural shades. Lasting finger & marcel waves. 31 West 58th Street, New York. PL 3-6649

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

FRANÇOIS, HAIR COLORING SPECIALIST, will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th Street, N. Y. C.

LAURENT considers Hair Coloring an art demanding the greatest care and skill. Your hair problem will be solved expertly and beautifully. Free consultation gladly given. 683 Fifth Avenue, New York. WIckersham 2-5212

FADED STREAKY HAIR CORRECTED. Whether the hot summer sun or faulty workmanship has discolored your hair, we will correct it and make it beautiful. Lura de Gez, 714 Fifth Avenue, New York. CIrcle 7-5818

HAIR GOODS

MANUEL TRANSFORMATIONS—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., New York City

HAIR GOODS (Cont'd)

CLEMENT TRANSFORMATIONS individually designed to solve particular hair problems. We re-dress & re-style your old piece. Mail orders carefully filled. Write for booklet "V". B. Clément, Suite 614, 665 5th Ave., N. Y. C.

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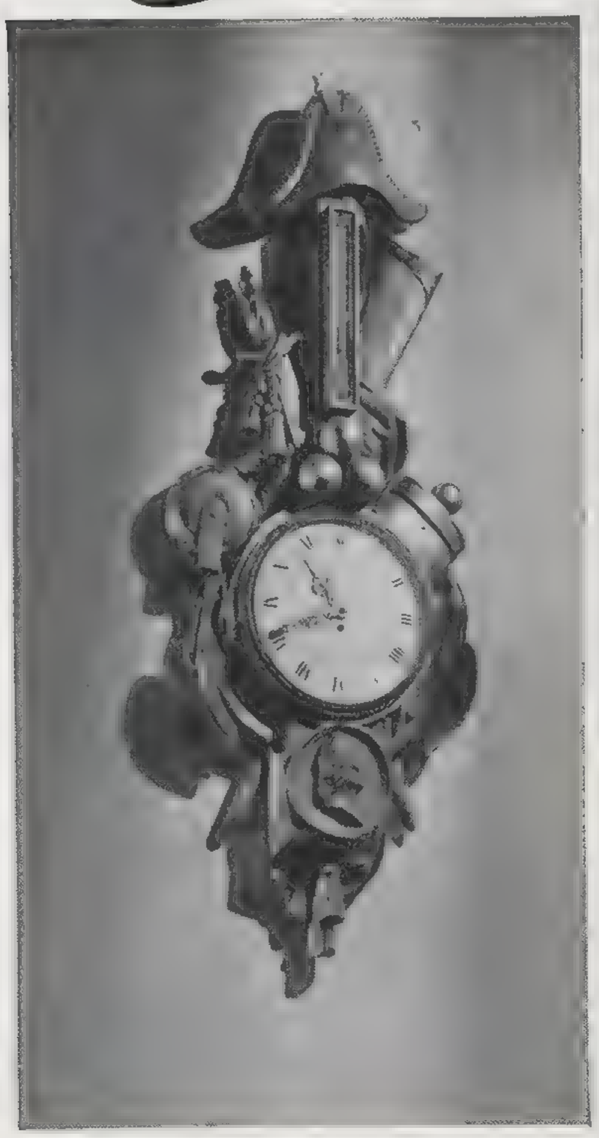

Time Out of Mind

A Napoleonic hat. A tasseled sword hilt. Symbols of a glory past in France decorate this gilt clock and thermometer, circa 1790.

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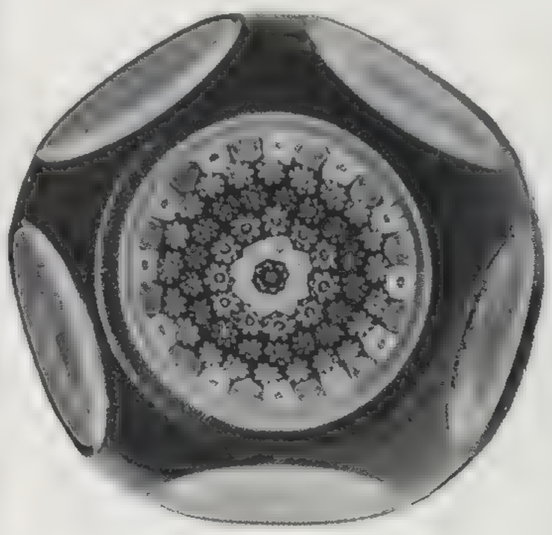

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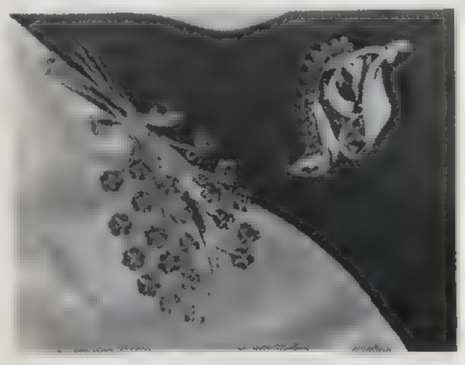
Shop

Shoe Story: These two shoes are built along the same general lines, but with different heel heights. The one at the left is of brown suède with a thin piping of beige calfskin. Or you may buy it in black, trimmed with black, if you prefer. You'll find it at Thayer McNeil's, in Boston. The other shoe, with slimmer lines and a higher heel, is also of black suède, trimmed with black patent leather. This is one of Thayer's own designs, hand-sewn and Sanitized. The prices are, respectively $10 and $15. 47 Temple Place is the address.

Heart Hat: Here is your opportunity to look like a Queen of Hearts—only much prettier. The high, heart-shaped brim does wonderful things about making you seem winsome and sweet, even though you've always worn the most straightforward hats before. It would be a good choice for a bride to wear for going-away. This version is made of stiff taupe-coloured felt, with a band of black caracul. It's $45 that way, or, if you want to keep the cost down, have it made with a felt or velvet band, instead of fur. Madame Pauline will make it any way you like, and you'll like it. 6 East Fifty-Third Street.

Precious: Here we are, back to a Boston shop again, and we're delighted to say that this one is the jeweller, Shreve, Crump, and Low, at 324 Boylston Street. This place should be a haven for brides. The store is attractive. The silver is wonderful. The jewellery is wonderful. And there's a collection of antique pieces, as well as contemporary ones.

We've chosen for our photograph two pins—one of them a new spray of jewelled flowers, and the other one an initialed pin of gold and precious stones. The initialed pin may be ordered with either two or three initials. The letters are in two tones of gold, with rubies and diamonds, outlining them, and looking like a million dollars. The actual price, however, is $675. Or less, of course, if you use different stones. The flower-spray pin has a gold stem, with a diamond-studded bow. Each tiny platinum flower has a ruby or sapphire set in the heart of it, and the petals are curved slightly so that the stone is reflected, giving the effect of having the flowers made entirely of jewels. $585 for this.



We liked, too, a very supple evening bracelet of diamond-crusted platinum loops, alternating with smaller links of sapphires—the sort of datelessly fine jewel you'll never want reset.

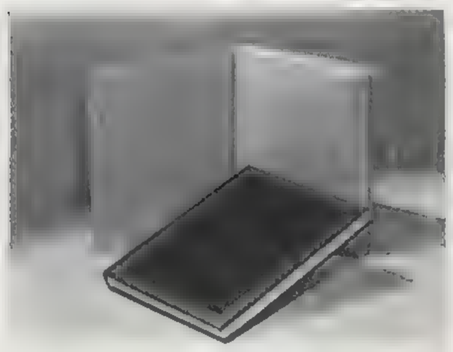
Hound covers Ground

Baby Pictures: The "baby" pictures at the F. A. R. Galleries don't depict little tots—it's the pictures themselves that are so small. For instance, the Laurencin reproduction at the left (below), in a rococo gold-and-white frame, is only about six inches high, frame and all. You may have one like it for $7.50.

And the little Jean Hugo interior, with its deep, boxy frame, is hardly larger. The price; $12.50. It occurs to us that these would make charming wedding presents, to give either to a bride or to her attendants. The young bride who is at a loss about framing pictures can safely put herself in the hands of this gallery. Messrs. Roth and Wechsler have the knack of bringing out the best in any picture. Among the newer framing tricks is the use of gesso mats, tinted to the needs of the picture.

And painted glass borders. These are made by painting the back of the glass which is used to cover the picture. Sometimes the paint is scratched in long lines to give it an interesting texture.

And for the very swish, there are wide frames of wicker, all made to order, and *handsome*. These frames are not for economy exactly, but we found them irresistible. Go to 19 East Sixty-First Street, and learn more of these tricks.



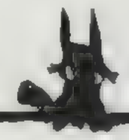
Beautiful Books: The books in this picture are really more beautiful than a black-and-white photograph can make them. The leather is a smooth, sturdy cowskin, in heaven colours. Pale pink is especially good. And then there are tan, and brown, and green, and ice-blue, and ivory. The covers are lined in moire; and as for the paper therein, it is made by the Eaton people, and you know how high their standards are.

Use them as guest-books or diaries—they're really too good to be scrap-books, although they're roomy enough for that use. And (with an eye to the future) the pink and blue ones will make perfectly lovely babies' books. The price is $15. You'll find them at Georg Jensen, at 667 Fifth Avenue.

Chintz China: This may look like a cosy little jam-pot, but it is actually an inkwell. The chintz-patterned English china comes in a white, pale blue, or peach coloured background, with multicoloured flowers. It would be a lovely $12 wedding present.

VOGUE STUDIOS

Or if you like $10 better, there are some china dinner-bells in this same flower pattern. These are from Alfred Orlik, where china is lovely china, and we're glad of it. 395 Madison Avenue.



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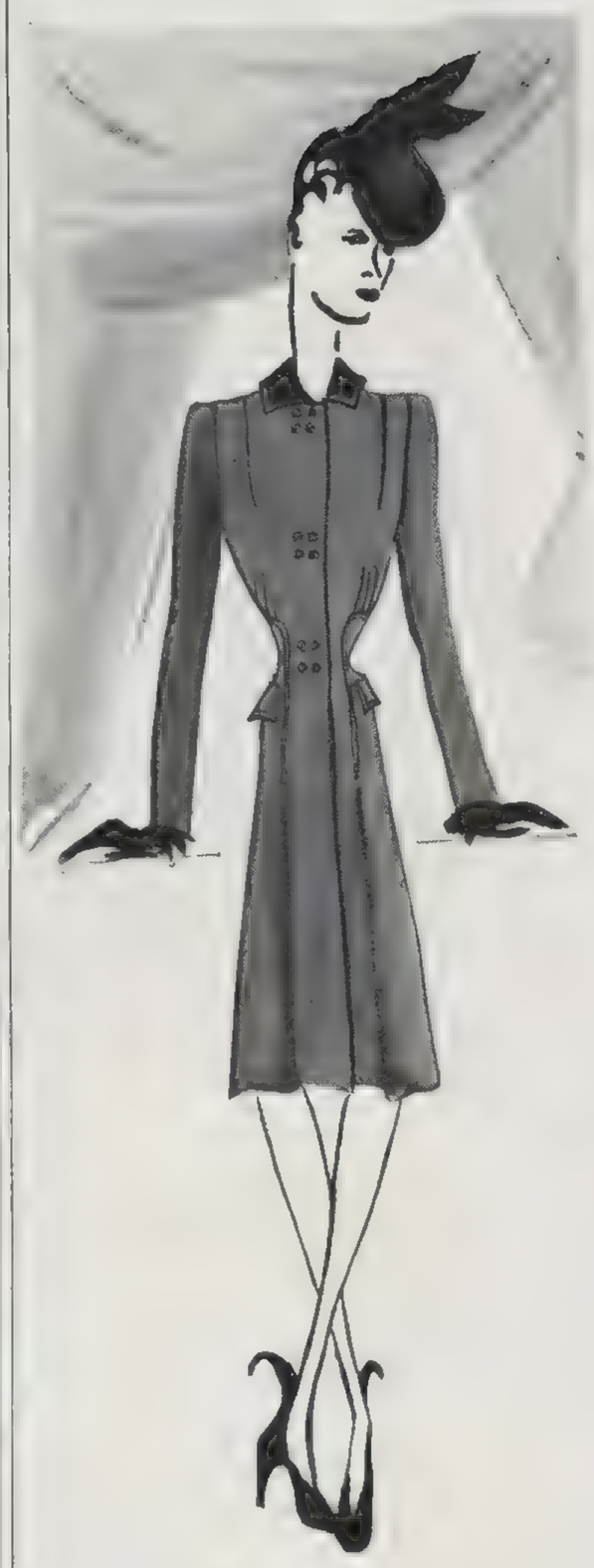

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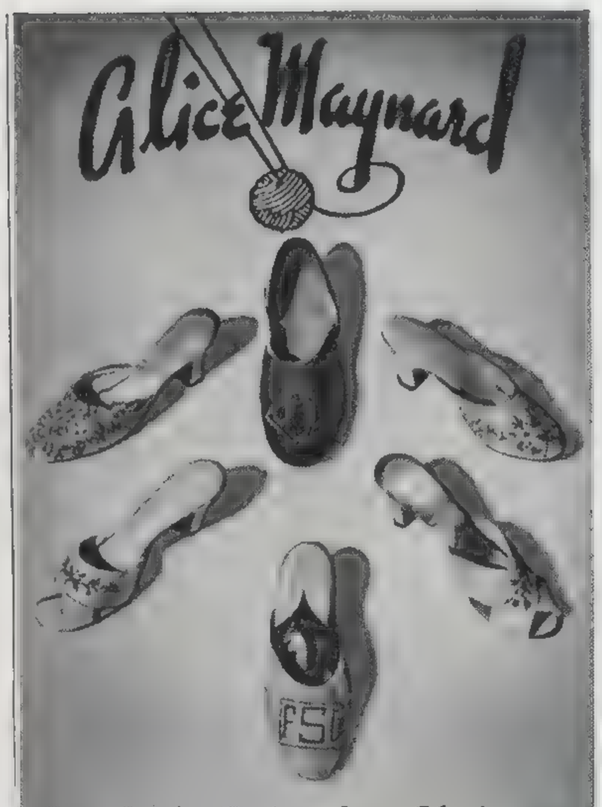

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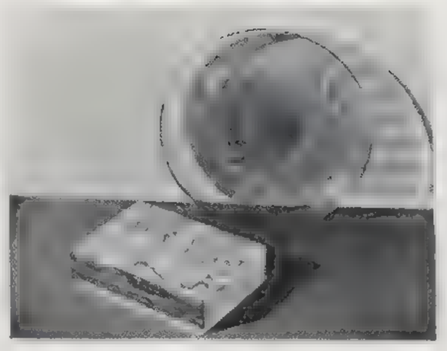


Heady: The flat box in this picture is made of a lemonwood called Linoloe, which has the pungent smell of lemon verbena, and curious grainings. Some of these boxes are pale blond, with darker markings like butterfly-wing patterns. Others are dark, and smooth-grained. They're the right size for two decks of cards, or pins-and-ribbons. The price, per box; circa $5. Behind it, the glass plate has a curved rim—good for salad or creamy desserts, or to use as a candy dish. In cobalt-blue, aquamarine, and amethyst; around $1. Boxes and dishes are all made in Mexico, and are sold here in New York at Fred Leighton's. The address of this interesting shop is 15 East Eighth Street.

Knock-Knock: Here we have a brass door-knocker—a handsome little object that will make home seem more like home to you. It's in the Colonial mood, about seven inches long, and does a really businesslike job of rapping. It comes to you with your name engraved in Old English lettering, for just under $3. When you consider that it's made of solid brass, and that this price includes postage, you'll agree that it's a bargain. Order it from the Art Colony Industries, Inc., at 54 West Third Street, New York. It seems to us that we've come to the point where we have enough bells ringing in our ears. Give us more good old-fashioned knockers. We're thinking of putting one on our dog-house.

Closet Shop: To keep your most prized blankets intact, there's a very pretty blanket-box, covered with chintz, at Hammacher-Schlemmer's Closet Shop. It has the advantage of an isinglass window in the side, so that you can see what you're storing. This is $5 or so. And if you want to carry out the same chintz theme in your closets, you'll like a big hat-box covered in the same cheery fabric, for around $3.

Plume Jewels: One of the most impressive dress-up jewels we've seen recently is this enormous feather of gold-coloured metal set with rhinestones. Yours on receipt of about $14. Or if you like your plumage to be a little less glorified, you can content yourself with a smaller one, for less money. The graceful, curvy bracelet is also on the plume theme, linked together at intervals. This costs around $25, which isn't small change, considering that it's a costume piece. But then it is so nice. You'll find both of these Silson feathery jewels at a new and attractive little boîte called Lillian's Park Avenue. The address is 332 Park Avenue.

Hound covers Ground

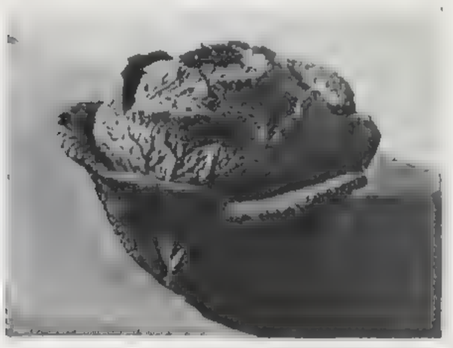
Rug-Snug: There's a new underlay for rugs that should interest you if you're in the throes of decorating your house. Rug-Snug is of wide cotton mesh impregnated with a special wax which holds the rug in place. There's no rubber in it, so no rubbery smell. Washable and moth-proof, it seems a good buy to us at the price. A 27 x 48″ size; costs a little over $1. You can cut it to suit the shape of your rug, and save the bits to make into a smaller one, for they can be joined together by merely overlapping the edges. The Ward Company, in Hartford, Connecticut, has it, as does James McCutcheon in New York.

Tiny Light: Ronson's new table-lighter is unusually small, though efficient. It's made in the shape of a crown, and shows the Danish modern influence. The finish is of quadruple silver plate, combining a flat sheen and a high shiny one. And it has a felt padded base, so as not to mar the table top. You may buy one for approximately $7 (didn't you think it would be more?) at Ovington's. You know—Fifth Avenue and Thirty-Ninth Street.

Old Rugs: Have you ever visited the old hooked rugs at the Tracy-Schernikow Gallery? Well, we have, and we think you should add it to your educational adventures. Poor hooked rugs! So many people think that they're just little things that you pick up at Budget Furnishing Departments. The rugs here are lovely, and, surprisingly enough, many of them have very impressionistic designs and modern-looking colours. And, of course, there are those charming, flowery Victorian ones.

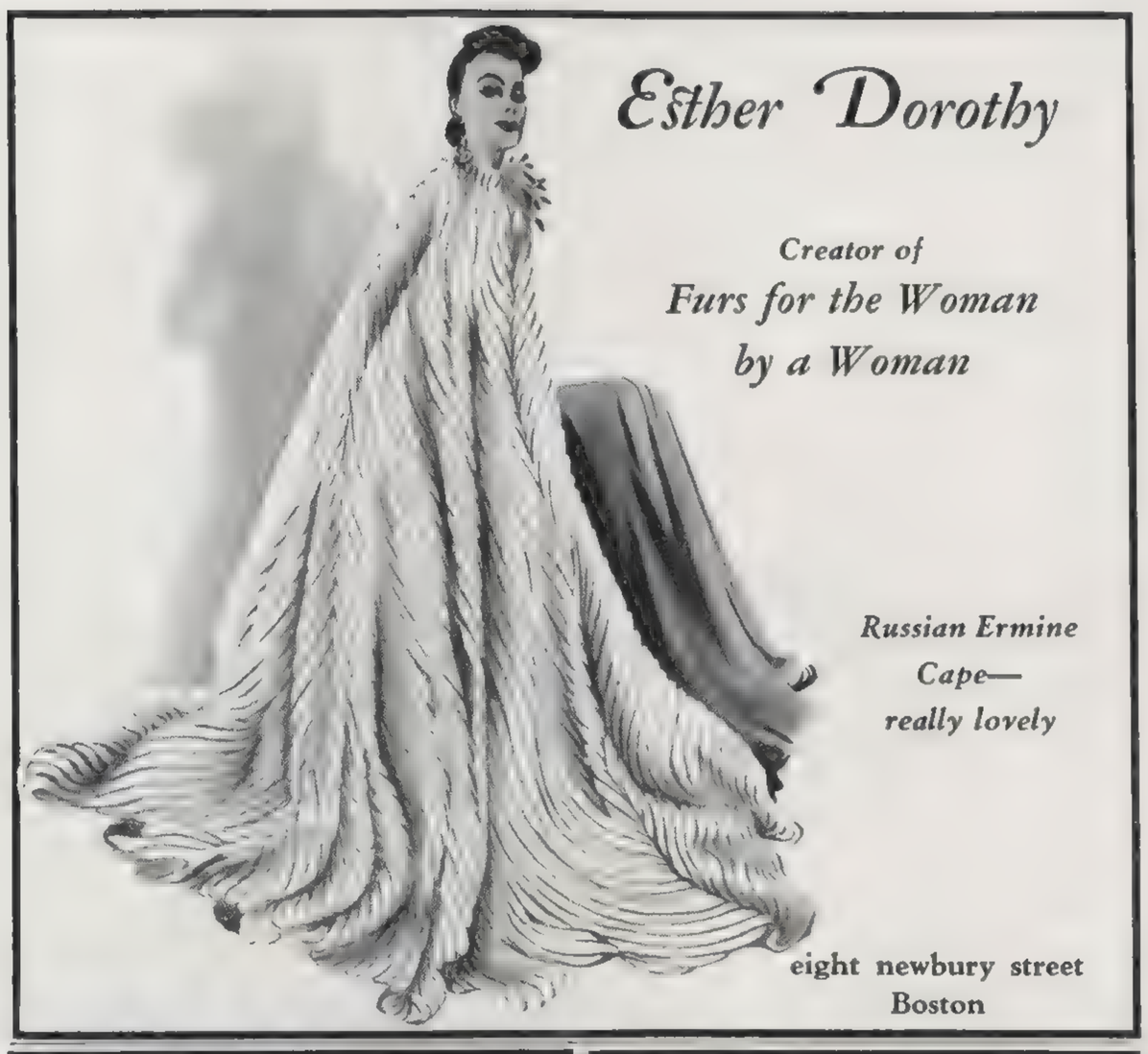
This is the place to go when you want to have your own rugs repaired, too. We saw some examples of reconstruction that were quite amazing. And they'll have your rugs cleaned for you, too. At 150 East Fifty-Sixth Street.

VOGUE STUDIOS



Cabbage: More and more people are collecting antique china vegetables. Now here's a new cabbage, which looks like the old ones, but can be paired easily, without a long search for a mate. You can buy one, or many, at Ruby Ross Wood, Inc., 460 Park Avenue; the price, about $15 each. Here, too, is a charming collection of old china fruits and vegetables. Our favourite is a pair of pottery baskets with pottery mushrooms in them, made in Russia. They cost around $25 each. And there's another bowl decorated with brown walnuts, for approximately $15.

Mrs. Wood has made a most interesting screen of wood covered with cork, on which she hangs photographs, clippings, invitations, programs, announcements, and the like. An amusing idea, and handsome. You may order one, too, in the neighbourhood of $35 a panel. Have it painted if you like, or keep the original cork colour, which makes a nice background.



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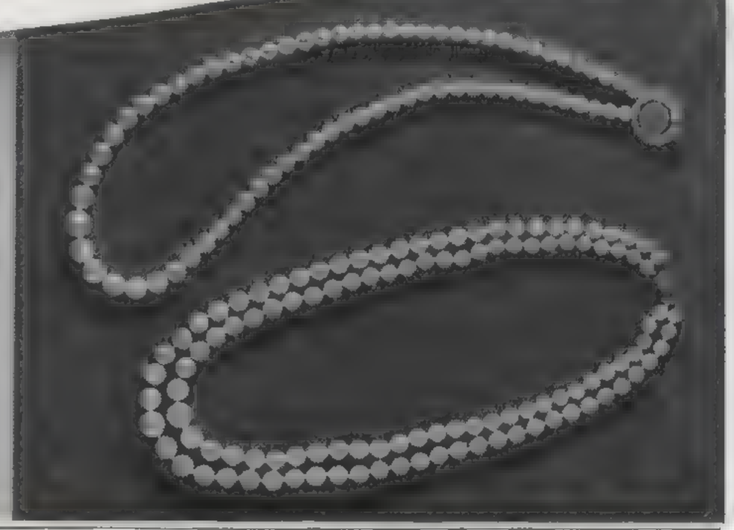

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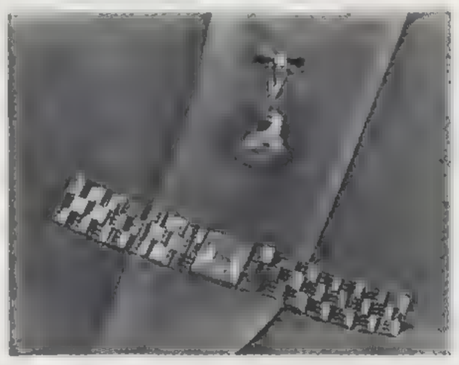
Shop

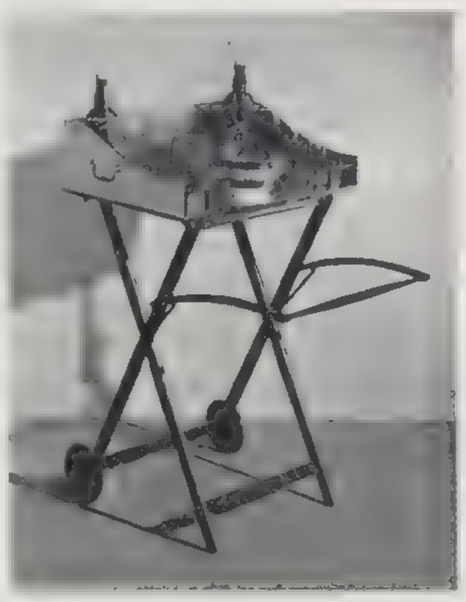
Timekeepers: Shop-Hound is a regular Watch-Hound at heart, and these two new watches are extremely pleasing to her. The one at the top of the picture is a facsimile of the Liberty Bell, complete with crack and all. It's of the lapel-watch family, made of gold-coloured metal, with a seven-jewel movement. The price is under $15. The other watch, with its wide bracelet strap, looks dangerously expensive. Not so, however. It costs approximately $30. This is gold-filled, with a pinky-gold face—a favourite face treatment with us.



Both of these watches have Swiss movements, and are made in America, especially for Richter's, 589 Fifth Avenue. Even if you're not in the market for watches, you'll be sure to find good costume jewellery here.

Conversation Table: If any one wanted to offer us the round curio table at Rena Rosenthal's we would accept, not having the necessary $140 ourself. This three-legged beauty is lined with pigskin, and has about a five-inch space between the pigskin bottom and the glass top—so that you could put even quite sizable bibelots inside. You may have it in any wood, lined with fabric, instead of the leather, if you prefer. While you're in the shop, you might like to pick out some of Mrs. Rosenthal's exquisite enamels to put in it.

Another table we liked here was of creamy-looking butternut wood, the sides gradually forming two scallops. The top is very thick, giving a blunt, solid look to it. $100 is the approximate stipend. With the table are four butternut dining-chairs, the tops curved along the same lines as the dining-table. These cost about $55 each in the muslin. 485 Madison Avenue.



Movable Fest: This portable—or rather pushable—bar-table would be a good wedding present. It's the same idea of a folding stand, and removable tray, which you've seen before, but this time it's on wheels. The tray itself is of white imitation leather, lined with chromium, and studded with chromium tacks. There are various fittings to keep bottles and glasses in place, and plenty of room in the centre for mixing purposes. You may have one for around $26. It's at the Bar Mart, 56 West Forty-Fifth Street.

We liked also a movable bar that consisted of a gigantic wicker bottle. And we *mean* gigantic. The thing is wheeled about with the aid of long handles. And when the lid is lifted, why gracious, there's the bar. Very good-looking for the Southern terrace or for use in a studio where it would be in scale. This is not exactly cheap, as you might have suspected. You can get any possible sort of bar and drinking accessory here, from muddlers up to a completely fitted barroom, including the sawdust.

Hound covers Ground

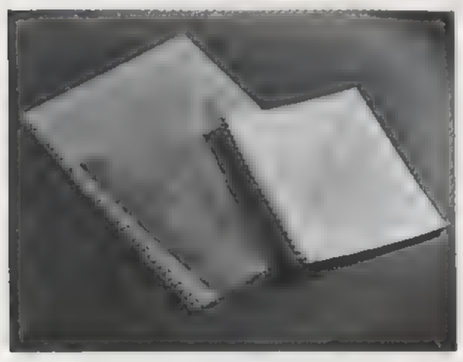
Flowering Cloth: This tea-cloth is an unusually pretty one, combining different colours and fabrics subtly and well. The body of the cloth is of dove-grey sheer linen, the border is of pink organdie, and the great appliquéd bouquet of flowers is of multicoloured unglazed chintz. Or you can order it in various other colour combinations—pale green linen with a grey border, perhaps, or white with white, the only colour being in the chintz flowers. The cloth is fifty-four inches square, and costs, with six napkins; around $37.50.

The cloth above, and many other beautiful linens, you'll find at Makanna's in Boston. 416 Boylston Street is the address, in case you didn't already know it. This is a most attractive place to shop, with high, vaulted ceilings, a spacious, calm air, and temptation all about you.

Kristine: This is Kristine. Kristine has real blond hair, and she wears it in long braids. She is wearing the costume of her birthplace in Denmark, and the name of this place is Amager—just outside of Copenhagen. She has on her black taffeta dress and pale blue hand-embroidered apron, and her black taffeta bonnet lined in blue. And she has on a lace-trimmed petticoat and lace-trimmed pantaloons. Altogether, she looks perfectly lovely, especially when she turns her head and lies down and closes her eyes. Right now she is staying at the doll's shop of Saks-Fifth Avenue. When she is eighteen inches tall, she sells somewhere in the neighbourhood of $17.

And there are smaller Kristines, with smaller prices, to match. They all have the same sweet-faced charm. Wouldn't she be a nice present for a good little flower-girl? Or a great big grown-up bridesmaid, for that matter?

There isn't any age limit on loving Kristines. When we brought her to the studio to have her picture taken, men fell for her like flies. And no wonder, we said.



Anybody's Book: These new folios have a multitude of uses, from recipe book to clipping book to guest book. The pastel pages are bound between covers of transparent plastic. The title—or your name—is written on the first inside page and shows through the cover. It comes in a variety of colours, in three sizes; from about $3 to $5. It makes a nice hostess present. At Dempsey and Carroll, 556 Madison Avenue.

MORE ON PAGE 42

"She Walks in Beauty . . ."

Walk your way to loveliness in this amazing EXERCISE SANDAL! Wear it first thing in the morning, the last thing at night, any spare minutes you have in-between! Each step is a step toward healthy feet, muscles that are live, vital! Smart in scarlet and blue leather, with a wooden sole, so shaped as to give a perfect base for your foot. The separate, flexible uppersole is attached only at the toe, giving support behind the arch, but not under it, the most effective of all foot exercises. For grace and poise in posture wear the new EXERCISE SANDAL!

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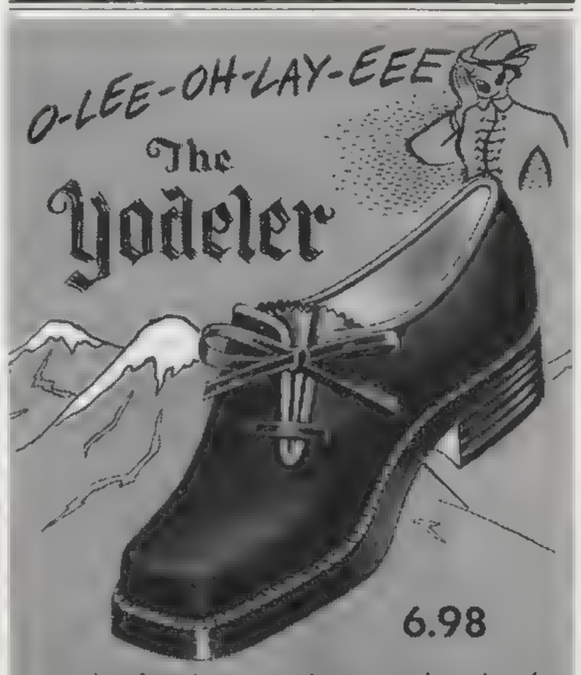

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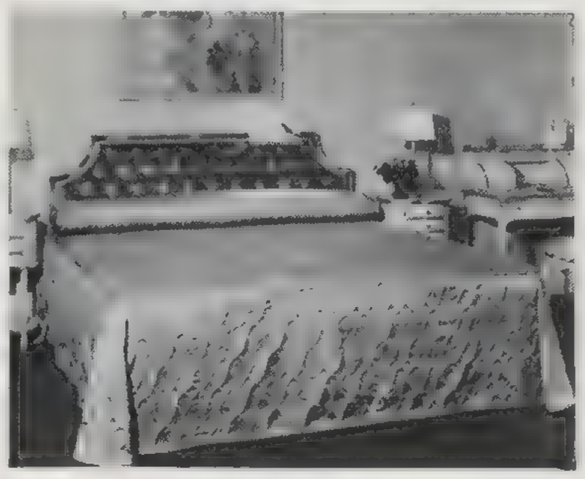
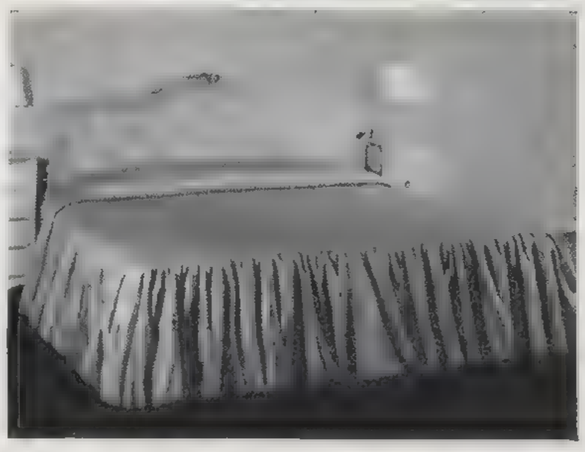
IF YOU WANT SIMMONS BEAUTYREST MATTRESSES GUARANTEED FOR 10 YEARS AND MADE UP INTO SPECIAL RESILIENCIES

IF YOU'RE ALLERGIC TO DOWN PILLOWS

IF YOU WANT UNUSUAL BEDS AND LUXURY SLEEP AT LITTLE OR MUCH





THEN COME IN

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● Mary Miles Blanchard has created, in her Shop, exclusive designs in Aprons and matching collars, cuffs and caps, with imported trimmings. Our uniforms have that tailored look distinguished by unusually fine workmanship and materials.

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The Apron Shop
MARY MILES BLANCHARD
Bellefonte -- Pennsylvania

$24,546 in sales directly traced to a campaign in SHOP HOUND

• A modest dress shop took a small ad in Vogue's Shop Hound Department. It made money. They tried another and another. At the end of eighteen months they had spent, *out of profits,* $4,610 for advertising space and had sold $24,546.65 worth of dresses . . . sales traced directly to these ads.

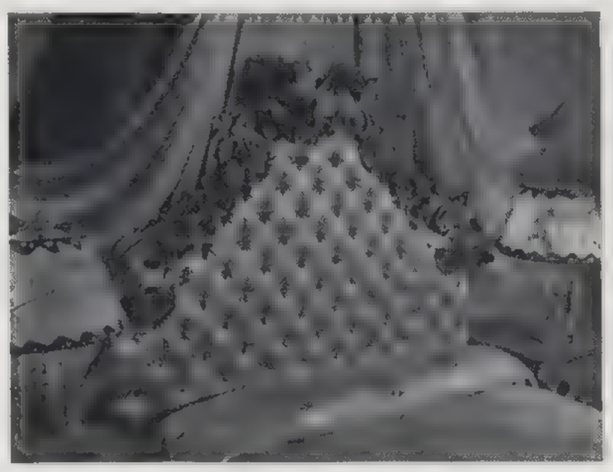
• If you have fashion merchandise to sell, you will be interested to see the actual ads and a breakdown of what each one accomplished. Why not find out what Vogue can do for you?

VOGUE • Room 1922
420 Lexington Ave., New York

Shop

Case of Beauty: The case in point (and in the picture) is a supremely well-designed carrier for bottles, jars, and other travelling addenda. It's small, light-weight, and narrow, but opens up to great proportions. In the centre section are four bottles and four jars, with spill-resistant screw-tops. The top folds up to reveal a good-sized make-up mirror. In the lower section is a cleaning-tissue box; and beneath this, space for nightgown or stockings, and a jewellery partition, complete with velvet cushion. Order it in deep green alligator, with crimson washable lining and fittings; or in black calfskin, with washable white lining, fitted with red, green, blue, and black-topped bottles. Either way, it adds up to only about $19, at Lederer de Paris.

Other news at Lederer's...a big black antelope hand-bag with spool-like decorations at the top. You may buy the spools in various plain colours of plastic, or in simulated tortoise-shell, amber, and crystal, and change them with your different costumes. The bag is approximately $13; the extra spools, around $3 the pair. There are hats here, too, for the first time, at 711 Fifth Avenue.



Dream Bed: If we woke up and found ourself suddenly a princess, we'd expect to be waking in this bed. The old carved Boucher headboard, complete with hovering angel, the white satin quilting, the elegance of the whole thing, are the stuff we'd like to make our dreams on. This is from Alban Conway, the English decorator, at 68 East Fifty-Fifth Street. And don't overlook his lamps, made from antique crystal candelabra. Nor the shades, which are of two layers of Lumarith, with ostrich plumes shining through, and velvet bindings. Lush, what? The shades cost just about $30 each in very large sizes; and around $18 for smaller ones.

One extremely smart trick which Mr. Conway has done in his shop (and could do for you) is to cut out wall-paper murals. They're the perfect solution for a small, difficult wall-space—an elevator hall, for instance. His panel is made of many-coloured flowers, superimposed one upon the other to form the pattern.

Modern Plastic: Lucite furniture now being past the experimental state, the designers are branching out into more free and original forms. The new pieces at Sloane's are lovely. Especially a new table and chair set, built on thin, flowing lines. Unfortunately, the lovely transparent stuff is not cheap. The table, a bit larger than the standard card-table, has slightly concave sides, giving a very graceful appearance; just about $190. Chairs to go with it cost around $118 each in the muslin. And there's a charming rectangular coffee-table for about $110. The address: Fifth Avenue and Forty-Seventh Street.

Hound covers Ground

Special Pillow: Easy lies the head that knows about the new pillow from Lewis and Conger's Sleep Shop. It's made of a wonderfully porous and durable substance called Foam Latex. It's very comfortable and springy, and a blessing to people who are allergic to feathers. The price is $7.50, covered in ticking. The address: Sixth Avenue and Forty-Fifth Street.

Beautiful Light: From the shop of Richard Sandfort comes this charming lamp. The base is of wood, gilded over a silver undercoat, with green glass leaves springing out of the top. There are available copies at around $48 each. (This price doesn't include the shade, however.) Mr. Sandfort, you know, is the man who makes such excellent painted iron furniture. Remember for next summer—or the South. 155 East Fifty-Fourth Street is the place.

Our Love: This is just indulging in a personal whim, but let us tell you about our favourite picture. It's a large, bright scene, painted on glass in about 1850. A train with variously coloured cars is approaching a bridge made partly of mother-of-pearl. One little yellow car says Jim Fisk on it, another one—Erie and North Shore Rail Road. In the foreground, there are mother-of-pearl rocks bearing such legends as "Men's, boys', and youths' fashionable clothing," and G. W. Laird's "Bloom of Youth."

We might have known it cost about $300. It's at the bookshop of Harry Stone, where any collector of early American books or pictures would be happy. 24 East Fifty-Eighth Street.

Flowering Table: This little incidental table is made of antiqued apple, with a lovely finish, and a pale beige marble top. At the back of the top is a sunken space for two pots of growing plants. Or you might use small vases of cut flowers instead. The name of the table is the "Villars"; the price around $52. The "Alemont" chair beside it is also of apple-wood (though you may order it in a number of woods). As an armchair, it costs about $33 in the muslin, or $36 covered in striped sateen (as in the photograph). Or you may order it without arms, as a side-chair or dining-room chair. This way, it comes to about $25, in muslin; $28 upholstered. Order these from the Carolina Craftsmen, at High Point, North Carolina.

Among other high points of this furniture collection, we liked the Monte Carlo gaming-table, made of antique-finished fruit- or nut-woods, with a gold-tooled leather top, which folds over when not in use, and two drawers for cards and other gaming addenda. The top measures twenty-six inches by fifteen. The price, $48, or so, seemed reasonable to us.

★ ★

Bow changer

the startling "variety" shoe by I. Miller

Presto! change-o! And you have a whole shoe wardrobe. Start with the basic suede pump. Add all manner of little bows... fur, leather suede or different bows to match your costume.

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Shop Hound

covers Ground

New Meets Old: One of the most interesting groups of furniture and fabrics we know is assembled at Alice Baldwin Beer's gallery, at 41 East Fifty-Seventh Street. Displayed here is the modern plastic furniture designed by Mrs. G. Howard Davison. She has made extremely beautiful Lucite chairs, tables, and stools—one of the tables adorned with three rams' heads of the new synthetic stone.

The use of old fabrics with this furniture—for chair-seats, perhaps—is devastating. Miss Beer's fabrics are all antique ones—rare bits of toile, old brocades, antique Spanish altar-cloths—really museum pieces, many of them.

Among Mrs. Davison's other creations are—a chest made of a plastic that looks like malachite, with bronze fixtures (which sells for around $210). A man's dressing-table-chest, with a leather fold-over top, the chest covered with simulated tortoise-shell (also in the $210 field), and a collection of Lucite lamps. All these pieces, in spite of the modern materials used to execute them, are built on classic lines, which would blend beautifully with antiques.

Chinoiserie: At the little shop of Temple's, 2 East Thirty-Fourth Street, there are some unusually nice Chinese lamps at moderate prices. Bases are made in every conceivable form. An eighteenth-century porcelain oil lamp, wired, and including a silk shade; about $24. A pillow (you know, those oblong porcelain ones that Oriental ladies slept on to keep their coiffures perfect) makes a beautiful lamp base. With its high, squarish silk shade; around $30. And there are many others for less.

Other interesting little bits, good for wedding presents, include hand-carved Chippendale brackets of natural teakwood. Less than $4 apiece, and a pair would be a fine gift.... And little, sectional, round sweetmeat dishes, which fit one on the other to make a high cylinder; under $5. Use them as a unit, or separate them and have four very pretty little china ash-trays.

GO STRAIGHT AND NARROW FOR FALL...

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OCTOBER 1, 1940

Shop-hound covers ground, 36–44
Vogue's-eye view, 49
Miss Barbara Cushing, 50
Trousseaux—traditional and otherwise, 51
Country trousseau of Miss Barbara Lucas, 52–55
Indian signs, 56–57
Conversation about decoration, 58
Desert cloak, desert colours, 59
Furs with a brown complexion, 60–61
Edward G. Robinson's house, 62–65
Schiaparelli wardrobe, 66–67
Vogue's spot-light, 68–69
Dinner sequins, 70–71
Decorate with foliage, 72–73
The blessed damozel, 74
Wedding in Honolulu, 75–77
Sterling advice to brides, 78–79
Director's production, 80–81
Lisbon fiddles . . ., 82
To dinner in gold, 83
Gracious clothes, 84–85
Under twenty, 86–89
Black and beguiling, 90–91
All a matter of good line, 92–93
Trousseau stitched in time, 94–95
Linens for the bride, 96–97
Shop-hound on decoration, 98–100
Discoveries in beauty, 104
School directory, 26–28
Gourmet's guide, 29
The dog mode, 30–32
Vogue's travelog, 33
Vogue's address book, 34–35

Bride in pale rose-beige (attendants in the exact shade, perhaps)—one of the new ways to marry. Slim silk jersey dress; veil with a pompadour chou. Bergdorf Goodman. Coiffure by Emile, Madison Avenue. Lenthéric's delicate new "Pink Party" make-up

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Vogue's-Eye View of Thumbs Up . . . Thumbs Down

for October

THUMBS up, we say, to marrying young, to marrying late, to marrying in rosy-beige or ice-blue, to marrying a rich man or a poor man, to marrying at all. (We back it up, in this issue, with three complete trousseaux, in three price categories.) Thumbs up to the barless, noiseless Stork Club annex, "Next Door." Thumbs up to covered-up gold dinner-dresses, to American Indian colours and designs.

Thumbs up to the one-man Brazilian art show, Portinari. Thumbs up to any urge to re-do your house; to all the easygoing new ideas in decorating. (There are 75 in this issue.) Thumbs up to the new shows, "Hold Onto Your Hats," "Bang Tails," "Boys and Girls."

Thumbs down to twirly-girly skirts for day, to pretty-pretty hats with no Line, to accidental coiffures, to timid jewellery. Thumbs down to people who don't register at the polls; to girls who mope because all the men are away training.

But thumbs up, anyway, to those hand clips above. Wear both on your coat, and a fig for schizophrenia.

HORST

Miss Barbara Cushing, Bride of Mr. Stanley Grafton Mortimer, junior

Trousseaux....

Traditional and Otherwise

SAY what you like...there are few things on earth more satisfactory than a bang-up wedding with The Works. Red carpets and paper rose-leaves, "Lohengrin" and family lace, dry champagne and striped marquees, and a four-piece string orchestra playing waltzes. There was a time when you couldn't consider yourself married without them—even though they reduced your family to penury and collapse. But nowadays you can take The Works, or leave them alone. You can be married in rose-point or velveteen, with twelve bridesmaids or none. You can make it *your* wedding—not just a Lovely Wedding.

Neither bridesmaid nor maid-of-honour is preceding Miss Barbara Cushing down the aisle of St. Luke's church at Easthampton, for her marriage to Mr. Stanley Mortimer, junior. Only two little flower-girls, her two small nieces, Sarah and Kate Roosevelt—in white ankle-length lawn dresses with shocking-pink flowers embroidered on their belts and pink slippers.

Above Miss Cushing's dark pompadour circles a tiny antique crown of gold and paste sapphires—something borrowed. Pompadours—with little Victorian crowns settled thereon—have caught the hearts of innumerable brides. A circlet of white ermine crowns another veil—see page 74. Mother-of-pearl wheat, crystal flowers, ostrich tufts form other crowns.

Wide, wide gold wedding-rings are being clutched by many a Best Man. One wide ring has the bride's and groom's initials engraved on the outside—intertwined so that they look like a wreath. The clasped-hands ring of tender Victorian memory is reappearing, too; when the hands unclasp, there shines forth a red ruby heart. Perhaps the most sentimental engagement-ring of all is an enormous diamond solitaire cut like a heart.

Beige, beloved colour of the season, is a new proposal for brides. (You see it on the cover of this issue.) Your attendants in rosy-beige, too. On their heads, the bridesmaids might wear little circlets of summer ermine, and they might carry summer-ermine muffs. Gold and silver will glitter in many Brilliant Weddings... silver and white lamé, perhaps, for the bride; for the bridesmaids, that gold lamé dress and turban on page 83. And the bride might carry a prayerbook from which swings a diamond cross, used as a marker.

White, the legendary, is still unassailable. All-white was Miss Elizabeth Dillingham's wedding in Honolulu—her twelve attendants were dressed alike in white jersey dresses, short veils of white tulle, and orange-blossom wreaths. Instead of bouquets, they carried leis of white pikake.

Mauve is the shade Miss Beatrice Procter chose for her six bridesmaids; mauve marquisette dresses, short white gloves, bouquets of bouvardia, and white ostrich feather hats. Cream-coloured lace is Miss Patricia Grace's choice for her wedding-dress—her twelve attendants wore pale-green taffeta, with muffs of bluets.

As for their trousseaux, brides nowadays are coolly unemotional about them. No great dowries that will "last for years" are accumulated. Sentiment there is—but much straight sense. If the Ever Afterward is to be the country and horses and hunting—a trousseau is all tweeds and evening dresses, like the one on page 52. If it's to be a return to a desk and a career—a trousseau might well be the blue one on page 87. It's all a matter of life, love, and the State of Things.

OPPOSITE:

One of the most beautiful autumn brides is Miss Barbara Cushing, the daughter of Mrs. Harvey W. Cushing and the late Dr. Cushing of Boston. In the traditional all-white is her draped silk jersey wedding-dress, designed for her by Mabel McIlvain Downs. Above her shining black pompadour, a crown of gold and paste sapphires catches her veil. Dress from Henri Bendel

Country Trousseau of Miss Barbara Lucas

THIS is the trousseau of a young bride who is going to live a country life—a life that calls chiefly for tweeds and evening clothes. The bride is Miss Barbara Brooke Lucas, daughter of Mr. and Mrs. G. Brinton Lucas, and she is marrying Mr. William Burling Cocks on October 5. On these four pages, Miss Lucas poses in her trousseau clothes, chosen on a shopping tour that she and Vogue's editors made together.

Both Miss Lucas and her husband-to-be have been brought up to the country life—riding, hunting, training horses. She on her family's farm in Paoli, Pennsylvania. He in Westbury, Long Island. After they're married, they'll live on a hunting-and-racing farm in Virginia, where Mr. Cocks is gentleman-manager.

Geared perfectly for this way of life are Miss Lucas' trousseau clothes—chiefly tweeds and evening things. The tweeds for days around the farm and track and village. The evening clothes for dinners and big hunt balls.

Since she has ridden all her life, Miss Lucas has practically a dowry of riding-clothes—beautiful made-to-order breeches, boots, jackets. What we added to this basis is described in detail on page 108.

DINNER AT HOME—BLACK VELVETEEN JUMPER, STRIPED TAFFETA SKIRT, ALTMAN

FOR HUNT BALLS—WHITE MARQUISETTE. BEST

TONI FRISSELL

FOR ALL DAY AND EVERY DAY—MUSTARD SUÈDE JERKIN, JERSEY SHIRT, GREY FLANNEL SKIRT, SAKS-FIFTH AVENUE

FOR HUNT-MEETS—STRIPED SCOTCH TWEED SUIT. PECK AND PECK

OVER EVERYTHING—RED CHINCHILLA REEFER. BEST

FOR EARLY MORNING TRAINING, A LAMBSKIN JACKET

Miss Barbara Lucas, Horsewoman

More Clothes for a Country Bride

BECAUSE she'll continue leading the life of a sportswoman after she's married, Miss Barbara Lucas packs her trousseau with rugged outdoor costumes.
• Opposite page: For nippy mornings when she's up for 5 A.M. workouts—a lambskin jacket with the fleece side inside, the leather side outside. At Altman.
• Right: For shopping in the village—a camel's-hair jacket over her beloved grey flannel skirt. From Saks-Fifth Avenue.
• Below: For working about the farm—a pair of corduroy slacks with a loud shirt of red plaid flannel. From Best

FOR VILLAGE SHOPPING, A CAMEL'S-HAIR JACKET

TONI FRISSELL

WORKING AROUND THE FARM, CORDUROY SLACKS, PLAID SHIRT

Indian Signs

PIX

FROM the Great Southwest came these new American fashions—inspired by the earliest Americans, the Indians. The designs are restrained. The effect, feminine. The background, authentic. Two women studying Indian lore saw the possibilities of native colour and design in fashion. They took sketches to Neiman-Marcus of Dallas. Mr. Marcus, sensing a fashion trend, hastened the portfolios to New York designers.

The designers borrowed skilfully. Your Indian-touch might be a colour—buckskin-beige or Indian-red for a lovely simple dress. It might be trimming—Indian-brave feathers on a very feminine hat, for instance; moccasin-fringe on otherwise classic shoes. It might be jewellery—a primitive necklace. In any case, we think you'll fall in line—Indian file.

Indian embroidery in war-paint red, yellow, blue, on a pillbox with a grey cap. Lilly Daché; Neiman-Marcus

Ceremonial jewellery—swirl designs of gold-plated metal. Neiman-Marcus

Indian moccasins—in brown suède, in beige. Both: Palter DeLiso designs; Neiman-Marcus

Indian-red for a close wool hat with bright warpath feathers. Lilly Daché; Neiman-Marcus

Indian jacket of studded calfskin over a buckskin-beige crêpe dress. Clarepotter design. Neiman-Marcus

LUIS LEMUS

Feathered felt hat; Lilly Daché; Neiman-Marcus. Indian-red crêpe dress by Clarepotter. Gold plated Indian-design jewellery from Neiman-Marcus

Indian war-bonnet of sable-dyed skunk and taupe velvet. Muff to match. From Lilly Daché; Neiman-Marcus

Indian bracelets of silver-plated metal with blue stones; suède belt by Clarepotter. Neiman-Marcus

CONVERSATION ABOUT DECORATION

Mostly about beds and roses . . . .

By Ruby Ross Wood

THESE conversations were intended to be about the latest trends in decoration. But New York decorators seem to be unanimous in saying that there *is* no trend, that every room is a new problem, and every client a new personality to be studied.

There is more and more a feeling that a house should be personal. The bride wants an environment that expresses her own taste. She may have only two or three rooms to plan, but she plans them more carefully than her mother planned twenty. And her husband is apt to come to the decorator's shop with her, and enter into discussions of design and colour. These young people are so sensible! They no longer want a room like some one else's. They put common sense before smartness—and they do it on a budget.

But out of all our conversations comes a recurring reference to beds and roses—bigger and bigger beds, more and more roses. The rose is the most popular of all flowers in chintz, wall-papers, and carpets. It is at once the most elegant and the most sentimental of all old-fashioned flowers. We find roses of every size and every design, from enormous exaggerated ones, on chintz, to sprigged ones no bigger than a ten-cent piece, on fabrics and wall-papers; pink and red, yellow and white.

All these roses do not indicate a Victorian trend. On the contrary. The Victorians loved roses, but their rooms were so crammed and cluttered that their beloved roses didn't have a chance to display their full-blown beauty. We love the Victorians' exaggerated cabbage-roses, and their neat little moss-roses, but we also love the beautifully drawn roses of the Queen Anne period, and the rose-dominated bouquets of the late eighteenth century. And we love the roses of to-day—the loose, butterfly roses of Paule Marrot's chintzes, and the rose fabrics and papers designed by Harry Cimino.

The rose is not the only popular flower; violets and lilacs, camellias and primroses have been revived by our New York designers. We have sadly folded away our sample lengths of French fabrics, but English chintzes still come through. At first we were a little embarrassed to be cabling for gay chintzes from London, but our business friends there beg for orders, and by some miracle the British ships continue to deliver them—a little late, but surely.

But this ill-wind of war has blown good to many of our American designers. They are turning out specially designed wall-papers and fabrics for the few, and the few influence the many. Lester Grundy has designed a number of new wall-papers, among them a white one spattered with huge pink peonies, and another patterned with carnations. William Gleason Adair has also been designing some fabrics for special rooms. He has used big bunches of flowers on an exaggerated scale. One cream-coloured linen that I particularly liked had enormous hibiscus blossoms, at least twelve inches across, with pale yellow-green leaves.

James Reynolds paints fabrics and papers to order. He painted hundreds of yards of chintz for the Alfred Vanderbilt drawing-room at Sagamore Farm, in Maryland. This chintz is pale grey, with a loose design of bunches of lemon-yellow primroses and grey-green leaves. It is used at seven lofty windows, and on three huge sofas.

Harry Cimino not only designs his own papers and chintzes, but prints them by hand in his Connecticut workshop. One of his loveliest new ones is a pale grey paper patterned with bunches of lilacs, one bunch in pinky-violet, one in blue-violet, and one in whites. The same design can be had on pale grey chintz, sateen, voile, or taffeta. We recently did a bedroom for Mrs. J. Frederic Byers, at (Continued on page 134)

OPPOSITE:
Colours of the desert—and an enormous desert-like hood such as Bedouins wear—for a winter evening coat of wool in a red like cactus apples. The lining is of deep sage-purple rayon crêpe, the same colour as the dress worn beneath it. The coat's hood, thrown back, is like a shawl—the dress is very simply cut. Both coat and dress: Bonwit Teller; I. Magnin. Star-shaped jewellery by Verdura

PHOTOGRAPH BY TONI FRISSELL

Desert cloak, desert colours

MINK, that beautifully obliging brown fur that goes everywhere, with everything. Deliberately casual is this—worn over a black tweed jacket and striped skirt. Superb idea for a going-away costume—especially with this orange-bordered hat. From Bergdorf Goodman

Furs with a

brown Complexion

BROADTAIL in a rare and beautiful shade that has great distinction. A complete sophisticate is this coat—meant solely for town wear. Recommended with it—a dress in exactly the same shade of brown, and this quill-pierced, red suède hat by Sally Victor. Coat from Jaeckel

Edward G. Robinson's

"Riders on the Shore", by Paul Gauguin

This magnificently gaudy painting is one of the seventy-odd canvases that has given the house of Edward G. Robinson, the noted actor, almost the status of a museum. For the Robinson collection, with its Renoirs, Van Goghs, and Cézannes, draws thousands of visitors, armed with letters. This Gauguin hangs in the great hall, along with two Rouaults, a Pissarro, a Matisse, and a Picasso

House-into-Museum

An actor's passion for collecting modern paintings, has made his Hollywood house one of the fine private museums in America

SWOPE

OUTSIDE, A RATHER STAID HOUSE, ENGLISH, HALF-TIMBERED

HOLLYWOOD is famous for many things. Undertakers admire its elaborate cemetery. Beggar boys in Calcutta love it for Mickey Mouse, the "Singing Rat." Americans love it for its adoration of the useless. But for artists and students of art, its high point is Mr. and Mrs. Edward G. Robinson's house.

Big, English, half-timbered, on an ordinary street in Beverly Hills, the house is like no other one there. For it is picture-crazy—every possible wall-space shines with masterpieces. Nowhere else is there such a fascinating confusion of iron-lipped women by Grant Wood, rosy-soft blondes by Renoir, and dark-bodied girls by Gauguin.

On the beige walls of the living-room hangs the great "*L'Italienne*" by Corot, considered by many experts the finest Corot figure-piece. Across the room from it, flanked by a Renoir and by Daumier's "Second-Class Coach," is perhaps the greatest still-life Cézanne ever painted, the fabulous "Black Clock." Nearby is a Seurat, more Renoirs, a Géricault, a Pissarro, and Van Gogh's "Country Road," a moody study of deformed and stunted trees. Under this painting are seven serene T'ang figures, from the famous collection of Dr. C. T. Loo—seven little terra-cotta dancing-girls, in Chinese attitudes twelve hundred years old, sitting under the trees that Van Gogh saw at Arles in 1888.

This mixture of epochs and moods is almost the only constant factor in the house. In the Robinson bedroom, an eighteenth-century harpsichord is covered with Chinese tear-bottles, Battersea enamel boxes, and miniatures of Mr. Robinson as a baby. Above this, there is a calm, magnificent Monet; miniatures of Napoleon and Josephine, and an uncompromising portrait by Frida Kahlo, of a woman and a naked baby.

Equally mixed are the paintings in the dining-room. There hang his great Degas pastels, four of them, and the rare sculptured Degas figure, of which there is a replica in the New York Metropolitan Museum. Among these romantic Degas', above a prim collection of miniature old English silver and Crown Derby china, is a violent flower painting by Gauguin.

Of all the rooms, only the library is single-minded. It is governed by Grant Wood's indomitable "Daughters of Revolution." The lace collar, the delicate blue cup which Wood used in the painting, were given by the artist to the Robinsons; now they are in a shadow-box next to the painting.

But these are only a few of the canvases—an early Matisse hangs over the stairs, a sporting Dufy in the dressing-room, paintings by Hopper, Speicher, Brook, Vuillard, Bonnard, in other rooms. More than a private collection, the house is the product of a passion for painting, pursued by a courageous amateur.

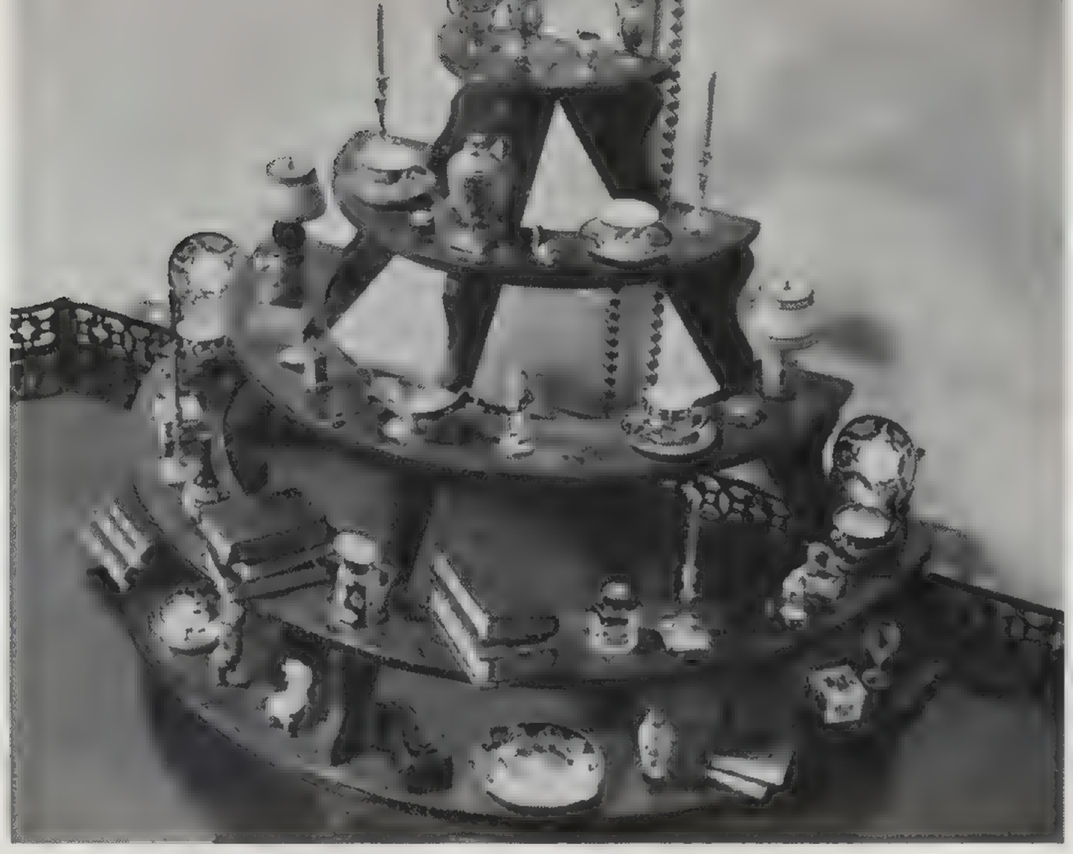
INSIDE, THE OWNER AND A FINE PISSARRO

CLAUDE MONET AND FRIDA KAHLO, SIDE BY SIDE

NYHOLM

VAN GOGH, EIGHTH-CENTURY CHINESE FIGURES

DOMINATING THE DINING-ROOM, DEGAS' PASTEL AND SCULPTURED DANCING-GIRL



UNDER A GAUGUIN, EIGHTEENTH-CENTURY ENGLISH MINUTIÆ

The Robinson interests —

Although the Robinson house is dominated by the paintings, there is enough room left for three other interests—music, caricatures, and autographs on the piano. The grand piano in the living-room has been signed by practically all the great musicians who have been Robinson guests: Toscanini, Schnabel, Stravinsky, Prokofieff, Elman, Godowsky, Molinari, Iturbi, and Horowitz.

Only his study indicates that Mr. Robinson is an actor. There, in a hash of photographs, are his collections of caricatures, done by every famous caricaturist in the country. They show Mr. Robinson as himself, Mr. Robinson in all his rôles (his next will be in "A Dispatch from Reuters"), but all high-light his lips, his broad mobile face, his inevitable cigar.

SWOPE

MR. AND MRS. ROBINSON, AND THEIR SON AND RABBIT

DOMINATING THE LIBRARY, GRANT WOOD'S "DAUGHTERS OF REVOLUTION"

Continued from preceding page

PISSARRO (ON THE LEFT), MATISSE, UTRILLO

PIANO, AUTOGRAPHED BY GREAT MUSICIANS

MR. ROBINSON IN HIS STUDY, WITH CARICATURES OF HIMSELF

SWOPE

paintings, sculpture, miniatures, and caricatures

NYHOLM

THREE GREAT PAINTINGS ON ONE WALL—CÉZANNE'S "BLACK CLOCK" IN THE CENTRE, WITH A DAUMIER ON THE LEFT AND A RENOIR ON THE RIGHT

Schiaparelli

designs a wardrobe in the U.S.A.

Not long ago, Elsa Schiaparelli came to America for a holiday—a brief vacation and a lecture tour. But her holiday has turned into a busman's holiday. Those never-quiet fingers of hers have been working...designing. She has created fifteen ensembles to wear on her lecture tour. All of them will be copied and sold at moderate prices throughout the country.

Pure Schiaparelli is this whole little collection. Every belt, button, glove, hat, shows her passion for individualism. Willing hands in America worked with her to carry out her creative ideas. Sloping shoulders appear unexpectedly—instead of her beloved padded ones. Pockets hide in side seams. Coats hang loose. There are unpressed pleats you adjust yourself under your belt. Fur cuffs on gloves turn into muffs. And fur busbies are attached to a scarf that rolls into a false chignon. (The rest of the wardrobe is on pages 137-138.)

ALL CLOTHES AT BONWIT TELLER,

PURE SCHIAPARELLI, this navy-blue broadcloth suit, slim and fitted, high-lighted with black velvet pockets and a tab-collar, buttoned with enamel maps of the world

LOOSE COAT hanging straight from the shoulder with pockets on the collar, and huge buttons with an S stamped on them. Taffy-tan in Stroock's Vicuña. Brown suède hat

LUIS LEMUS

BUSBY HAT in brown Wolverine. The triangle of fur ties on with a jersey scarf, twists to make a false bun in back. Wolverine mittens; brown, beige, and red plaid tweed jacket

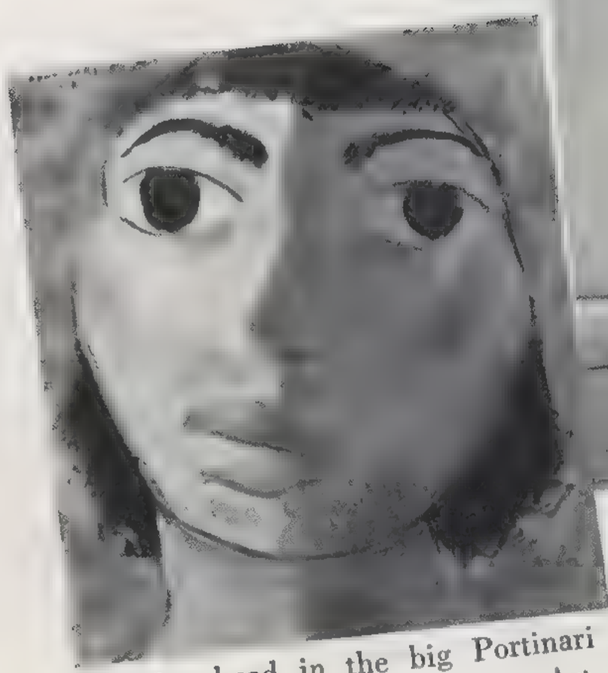
ADJUSTABLE PLEATS held in place by an elastic belt, unpadded shoulders, rabbit's foot buttons, mark this soft yellow wool dress with a Schiaparelli touch

STOCKING CAP that twines like a turban with a tassel end hanging in back. Green and purple striped jersey

Spot-light

on New York wedding trip — pictures for a very small album

we got culture



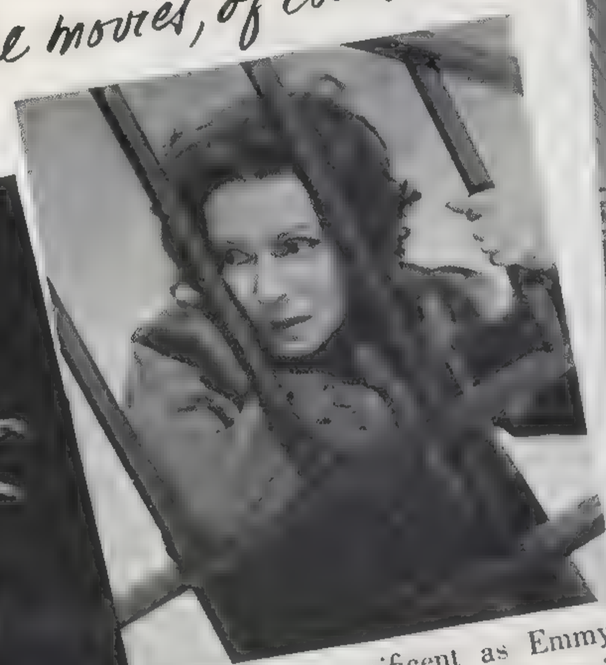
Native head in the big Portinari show at The Museum of Modern Art

Portinari (and child), Brazil's greatest painter

Portinari's feathery portraits, for the rich. (He does natives for Art.)

we went to the movies, of course

Ballet girls—the poor man's Ballet Russe—at the Music Hall, where vaudeville is cultured



Nazimova, magnificent as Emmy Ritter, in the thriller, "Escape"

"The Great Dictator," needling the totalitarians: Jack Oakie and Charlie Chaplin as the dictators

we stayed up 'til three

THREE PHOTOGRAPHS BY LUIS LEMUS

Hildegarde, her face crumpled with laughter, singing high at the Savoy-Plaza

The Tahitian hula, faster than the Hawaiian and full of bumps, at the Hurricane Club

The boogie-woogie pianists, rolling music like surf, at the new up-town Café Society

GJON MILI

Ed Wynn in his revue, "Boys and Girls Together," with his gags that never die, his fifty slap-happy hats

Ernest Truex, awake, in the new play, "George Washington Slept Here"

The chorus-girls, pretty as hollyhocks, in Al Jolson's show, "Hold on to Your Hats"

Betty Hutton dances in the new musical comedy, "Panama Hattie"

and we laughed our heads off here

DINNER SEQUINS

ON these pages—dresses that show you one of the best ways to go to dinner this season—and one of the ways American women love best. All covered-up, reed-straight, restrained—with a Touch of Glamour supplied by a decorative sprinkling of sequins.

Left: The splash of a dark red sequin flower on one shoulder of a sapphire-blue silk bengaline dinner-dress, its sheath skirt caught into drapery at one side. With it, a fluffy muff and head-dress of ostrich in the same shade of blue. All from Nicole de Paris

PHOTOGRAPHS BY HORST

Lily-white, gilded

A covered-up charmer for dinner, white rayon crêpe gilded with sequins. Milgrim; I. Magnin, California

Decorate with foliage

Artist Bérard suggests fresh ways to decorate rooms with green plants

Train a vine to creep around a bust or statuette. Such vines as Climbing Fig, or Ivy, or Virginia Creeper will do nicely

Frame a painting or a mirror with Ivy or Climbing Fig. (Far left) Flank a chest with a tall Variegated Snake Plant

Flank a chair or sofa with a tub filled with giant Philodendron and Spleenwort; and, on the table, a smaller Philodendron

Gradually the vine
will overwhelm the statue,
but the result will
be very ornamental

Bank the staircase with plants—
as they did in the 'Nineties:
such as Bird-of-Paradise,
Philodendron, Bird's-Nest Fern

For sunny window or penthouse door—
a curtain of Ivy or Climbing Fig.
At left, a Staghorn Fern.
Right, Bird-of-Paradise

Greenery for your bathroom.
In hanging vases—Climbing Fig
or Ivy-leaf Geranium.
On the floor—huge Philodendron

RAWLINGS

The Blessed Damozel

Moyen-âge bridal dress for a contemporary bride: only a milk-white unicorn is wanting to complete the mediæval-tapestry effect. The wimple-like veil is held by a circlet of ermine; the dress is of white silk jersey banded with seed-pearl beads. At Bergdorf Goodman

Wedding in Honolulu

The marriage of Miss Elizabeth Dillingham, of the great Honolulu family, and Mr. Myron Wick, junior, combined Mainland tradition with the charming Island customs. An account of it follows

NOWHERE but in Hawaii could there have been such a wedding as that of Miss Elizabeth Louise Dillingham, daughter of Mr. and Mrs. Walter Francis Dillingham of Honolulu, and Mr. Myron Arms Wick, junior, son of Mr. and Mrs. Myron Arms Wick of Cleveland. Nowhere else could there have been such a combination of Mainland and Island tradition; of orange-blossoms and *pikake*, of "Lohengrin" and ceremonial Hawaiian name-songs, of champagne and *sake*. The result was one of the most beautiful, and memorable, weddings of the past summer. It is still being talked about, on the Islands—and on the Mainland, too, for that matter.

Even the party the night before the wedding—climax of a week of pre-wedding festivities—was exotic. It was a dinner for forty-two, given by the bride's aunt, Mrs. John Pinney Erdman; but instead of a formal dinner, with the traditional damask and crystal, Mrs. Erdman gave a *suki-yaki* dinner, in one of the Japanese tea-houses with which the Islands abound. (You see photographs of it on page 77 of this issue.) The girls wore flowery kimonos—some borrowed from their impeccable Japanese maids; the men wore cotton robes, presented to them as they took off their shoes at the door. Everybody sat cross-legged on the floor, with its thick woven matting, ate *suki-yaki*, and drank *sake*—wine that is served slightly warm, in tiny porcelain bowls no bigger than thimbles. After dinner, a geisha girl danced to the music of a *samisen*, and every one sang the pidgin-English songs that are a Honolulu tradition.

The wedding ceremony, at five o'clock the next afternoon in Saint Andrew's Cathedral, in Honolulu, might have been a wedding in Boston or New York—until you looked at the flowers. The church was decorated with white ginger and crown flowers, papyrus and fragrant mountain fern. On either side of the entrance were conical trees made of banyan-leaves, and ti-leaf screens hung with crown flower leis. The bride wore a simple white satin wedding-dress with a square neck-line and a sweeping train, and carried a white prayer-book; she wore no flowers except a coronet of orange-blossoms, which the bridesmaids also wore. But the bridesmaids, with their long-sleeved white silk jersey dresses, carried trailing leis of white *pikake* blossoms.

The reception afterwards, at "La Pietra," the famous Dillingham villa on Diamond Head, was the most memorable of all. More than a thousand people came—the *kamaiina*, or old established families of the Islands; visitors from the Mainland; employees of the Oahu Sugar Company, the Oahu Railway, and the many other Dillingham enterprises; native Hawaiian aristocrats, who are descendants of the chiefly Hawaiian race, in *holokus*—the Mother Hubbard gowns introduced by the missionaries—and ceremonial feather cloaks. All the guests, scattered over the sloping lawns of "La Pietra," watched, fascinated, while the Hawaiians performed the ancient ceremony of *hookupu*, or bringing of gifts. Their arrival was announced by a blast from a conch-shell trumpet, the beating of a drum, and the weird, sweet chanting of Hawaiian tribal songs. Leading the procession was Mrs. Manuel Reis, a descendant of the kingly race, and head of the Sons and Daughters of Hawaiian Warriors. (Continued on page 107)

JAY TE WINBURN

Cutting the cake—bride's mother, bride, groom

More photographs on the next two pages

The Wick–Dillingham Wedding

Wedding reception of Miss Elizabeth Dillingham and Mr. Myron Wick, junior. Left to right: Mr. Wick, senior; bride; groom, reading telegrams; Marjory Erdman, Francis Goodhue, Marjorie Goodyear, George Whitney, junior, Mrs. Alexander Ladd, junior, Benjamin Dillingham

Attendants waiting to catch the bouquet; all in white jersey, carrying pikake leis

Under the marquee: Mr. and Mrs. Lowell S. Dillingham, bride's brother and sister-in-law

Mr. Walter F. Dillingham greeting the Hawaiian dignitaries, who came bearing wedding gifts

and a Party the Night Before

JAY TE WINBURN

Party before the wedding—left to right, front row; John Coonley; Mrs. John Erdman; John Walker, Alice Campbell, Mr. Walter Dillingham. Back row: Richard Lindsay, Marjorie Goodyear, Mr. Henley Dillingham, Constance Shepard, Mr. Wick, senior, and the bride and groom

Benjamin Dillingham, brother of the bride, speaking at the suki-yaki dinner. The male guests abandoned coats and wore kimonos

Mrs. Walter Dillingham and her daughter, the bride-to-be, dressed for the party

Miss Dillingham, Miss Alice Campbell, and Mr. Wick

RAWLINGS

The bride selects her silver pattern.
The daughter wears a soft blue ensemble, beaver-trimmed.
Her mother in beige crêpe. Costumes by Stein and Blaine

Sterling

THAT scene that you see in the photograph at the left is a sort of composite picture of what is going on all over America at this time of year. A bride-to-be and her mother are seated at a jeweller's, embarked upon the exciting adventure of the Silver Purchase Act. But the sterling silver with which a bride is endowed when she is married represents a great deal more in her life than a purchase or a collection of lovely gifts.

It is no wonder that, when you read stories of the early days when households were in danger of theft and destruction, the first treasure to be buried against marauders was always the silver. For to a bride of any era, her silver becomes her most beloved and permanent possession. It is hers to have and to hold. She may change her house, her furniture, even her husband, but her silver is forever part of her design for living. She has as much pleasure in using it for every-day meals for two as she does in arranging it on her most formal tables for parties. And her silver grows more beautiful as it is used, just as pearls grow more lovely when they are worn. She can supplement her supply continually, knowing that she is providing heirlooms for the future, as well as increasing her own equipment for entertaining.

If the bride is to be dowered with vast numbers of knives, forks, and spoons, she doesn't have to concern herself much beyond the choice of her silver pattern. But if she has to decide upon a number of pieces as the basis for her sterling silver service, she gives the choice a considerable amount of consideration. How much silver, then, does she need in the beginning to set her table smartly and correctly; how many pieces of what will do her table justice?

Vogue-suggested assortment of sterling silver for the bride

12 teaspoons
8 soup spoons
8 dinner forks
8 dinner knives
8 luncheon forks
8 luncheon knives
8 salad forks
8 butter knives
8 dessert spoons
8 coffee spoons
1 lemon fork
1 sugar tongs
2 ladles (large and small)
3 serving spoons
3 serving forks

BRIDES have been writing to Vogue for years about this matter of their silver service, and we have been answering them with individual letters of counsel. Here, in effect, we are writing an open letter to this year's crop of brides, in the form of the Vogue-Suggested Assortment of Sterling Silver which you see outlined in the list at the left. This is not a maximum assortment. Nor is it a minimum. You could possess twice as much as this and not have too much. And you could also get along with less, as many people certainly do. But when you are equipped with this assortment, we feel that you can set your table correctly and smartly for eight people at lunch and at dinner; for twelve at tea; and for eighteen at a buffet meal.

We say this is not a maximum assortment. You will want to add as soon as you can such things as iced-tea spoons, more teaspoons, a sugar-spoon, a carving set. As you in-

Advice to Brides

crease your scope of entertaining, you will want to include fish-knives and -forks, oyster-forks, and more serving implements. You will certainly increase your eights to dozens.

We say this is not a minimum assortment. You can postpone some of the items and make others do double duty temporarily. Or, if your marriage is at a future date, you can begin building your assortment a few pieces at a time. You will find that people love to give you sterling silver as presents, and buying silver for yourself gives you almost the same feeling as putting money in the bank.

SINCE nothing is quite so satisfactory as seeing an idea expressed in concrete terms, we are pleased to say that you will see the Vogue-Suggested Assortment of Sterling Silver for the Bride, just as it is outlined here, displayed at leading jewellers throughout the country. Go and look at the shop in your city and see it for yourself. If you are purchasing in advance, make your lists and plot out your purchases. You will find the jewellers themselves very helpful in this matter, and when any one comes to them in quest of a gift for you, they will have your pattern choice and a list of the pieces you want conveniently at hand.

The assortment that we have outlined strikes an approximate total of three hundred dollars for all the pieces listed. This figure naturally varies somewhat according to the pattern that you select, but any of the patterns that we show you on this page and on pages 126 and 127 will fall near this approximate total.

We show you these designs from eight of the leading silver manufacturers only as an indication of popular patterns that fall within the price on which we based our list and which give you a representative selection of both modern and traditional designs. Of course, there are scores of other designs from which to make your choice, and we think that the matter of that choice is one that should have careful and thoughtful attention. After all, if you are going to live with a possession all your life, you want to be sure that you not only like it momentarily, but that it is something that you feel you will be happy to have judged as a permanent expression of your own taste.

We also have another thought on this business of selecting your sterling silver pattern and that is to have your young man take a hand if he is willing. He may think picking a silver pattern a bit on the fancy side, but if you can get him interested in it, you will find that not only is his taste usually pretty sound, but that having the design a mutual choice gives you an added pleasure in possessing it.

NYHOLM

In the bride's hand, Lunt's "Colonial Manor." Upper right, Towle's "Old Mirror." Second, Alvin's "Château Rose"

In the left hand, Gorham's new "Lyric" design. In the right hand, International's new "Serenity"

Left to right: Reed and Barton's "Hawthorn" pattern; Wallace's "Stradivari"; Watson's "Windsor Rose"

DIRECTOR'S

CHINTZ-HUNG WALLS AND A HEPPELWHITE BED COVERED WITH MATTRESS-TICKING

MR. AND MRS. RICHARD WALLACE

PIANO REMODELLED IN CHIPPENDALE MANNER. WEDGWOOD MEDALLIONS ON WALL

WALLS THE COLOUR OF A NIGHT-SKY, BEIGE VELVET AND CHINTZ CURTAINS

PINK MARBLE MAKE-UP AND WASH-STAND; CIRCULAR PERFUME SHELVES

PRODUCTION

The California house of Mr. and Mrs. Richard Wallace is a witty mixture of styles and periods

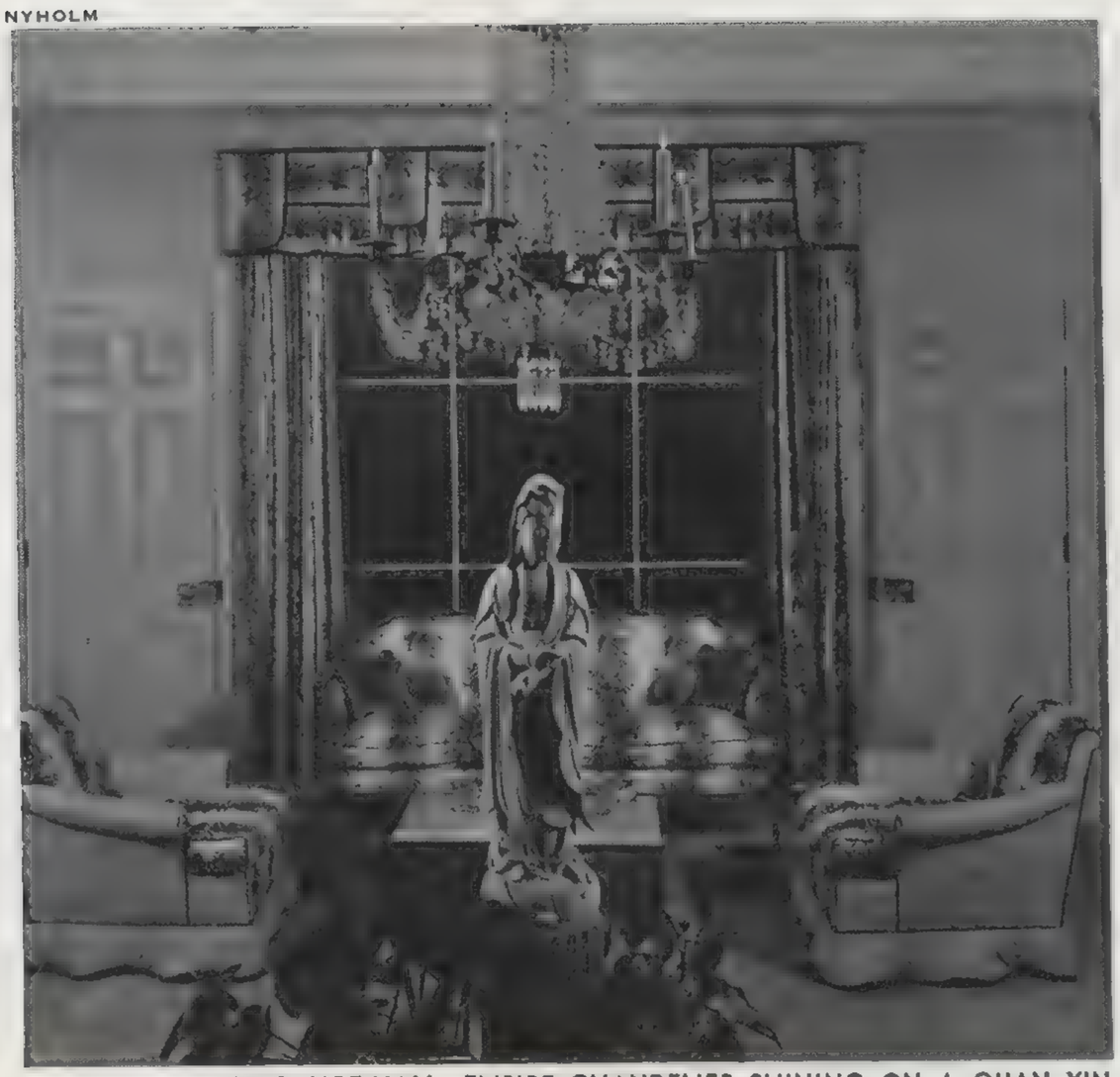
THE WALLACE HOUSE—HIGH ON THE HILLS OF BEL AIR

A FILM director's sense of drama is evident in the California house of Mr. and Mrs. Richard Wallace. (Mr. Wallace is the talented movie director who did "The Young in Heart" and "Captain Caution.") When you step into the entrance-hall, you come upon a view as breath-taking as anything ever filmed. Through high bay-windows appears the great sweep of California countryside from the mountains to the sea—punctuated at night with the far-off lights of Los Angeles.

Inside the house, there is a happy mixture of dramatic and personal—plus all the comforts that reflect the life of Mr. and Mrs. Wallace and their two small children. Actually, there are three children now, for with them for the duration of the war is their three-year-old godson, Anthony Skey, whose father is in the British Anti-Aircraft Service.

With wit and taste, the Wallaces have combined what they like. Viennese Valentines appear side by side with Chinese Chippendale furniture, Empire crystal chandeliers with indirect lighting, English chintz with a collection of Currier and Ives pussy-cats. They are described in detail on page 107.

NYHOLM



ENTRANCE-HALL: EMPIRE CHANDELIER SHINING ON A QUAN YIN

A COLLECTION OF CURRIER AND IVES PUSSY-CATS

VIENNESE VALENTINES ON AN ADAM TABLE

LISBON FIDDLES...

Packed with refugees, sparkling with unnatural life, it is the only capital in Europe where, suddenly, there is too much time

By TOM TREANOR

LISBON. A foot-note to the vanishing smart life of Europe must be written about this last jumping-off place from war.

For a little time, and for the first time, Lisbon has been the centre of what social life there is on the Continent. The season has been, perhaps, a little too grimly *de rigueur*. It might have been pleasanter if one hadn't HAD to come here to avoid the deluge. But for these refugees, with war close on their heels, Lisbon has been the port of escape, and while they were caught here it seethed with a strange, unsteady phosphorescence. They gave it a jerky, half tragic, half comic life.

It has been a season of everything the best, but a little mussed up. The clothes come from the best dressmakers in Paris via Portuguese cleaners, who are not the best at all. The coiffures were exquisite three weeks ago, but have developed an interesting two-tone effect, dark at the roots. When one becomes accustomed to this, it is intriguing, like a stripe of grey through dark hair.

One wouldn't be strictly correct in saying that Lisbon has been gay, even in the feverish way that comes of trying to forget. It has sparkled rather with unexpected encounters, with amazing little parties that are gotten up between cocktails at the Aviz and dinner at Negresco, where the specialty is *poulet avec du riz à la Portugaise*, or at Gambrinus where every one eats wonderful Portuguese lobster *Américaine*.

Lisbon this summer has been the maddest whirl of seeing people whom you least in the world expected to see. They pop out at every corner. At the Palacio bar in near-by Estoril, you could see anybody, everybody. In the little restaurants overlooking the sea at Cascals, at the end of the railroad, almost any night you could see the Duke and Duchess of Windsor while they were here playing their latest peculiar rôle, refugeeing.

IT has been a season of amazing contrasts. As Jean-Michel Frank (in unpressed suit) summed the situation up over coffee with Madame Dali (in remnants of Schiaparelli): "For the most part, you see people who live in the greatest luxury travelling in a suitcase, while some Balkan who can't sign his name to four thousand dollars has arrived with trunks and trunks." Frank is on his way to South America, where go all the refugees who can't reach the United States.

Conversation has fed avidly on the most banal subjects, always touching the words, "passport; visa; room with bath; very well, without bath; Clipper; what's the franc to-day?"

American visas are still like pearls. It's become an art even to have a conversation with a consular employee, something to be arranged as carefully as a preferred table at the Paris Ritz on Sunday night. You can hear women discussing their favourite Consulate official in that special tone usually reserved for a discussion of a favourite psychoanalyst.

Getting a room at the Aviz has been like having an invitation to a château week-end. In a rococo way, it is the most amazing hotel in the world, each room a masterpiece in paneling, gilt, tapestried chairs, canopied beds, and cushioned rugs. The bathrooms are big beyond comparison. The tubs are reached by little terraces of mosaic and are headed by swans. The Aviz was the home of the Ruggeroni family until after that other deluge in 1929. The Ruggeronis now run it as the greatest de luxe hotel in the world.

OUT-OF-TOWN, the smartest hotel is the Palacio in Estoril. It takes about twelve hours to discover Estoril after arriving in Lisbon. It's the place to dance, and it's the place to gamble. In the daytime, you lie on the beach and let the hot Portuguese sun perfect the sun-tanning which was so rudely interrupted upon the morning of May 10.

The roulette-tables are jammed. Chemin de fer goes on until the shuttered windows leak the grey light of morning. There is money in Portugal now to make the directors of Monte Carlo bite their lips.

When no seats at the tables are available, you go to the dining-room, where an orchestra on a huge seashell a story above the floor alternates monotonously between aging fox-trots and dying tangos, with scarcely ever a *rhumba*.

Every one drinks *Vinho Verde*, the strong-tasting Portuguese sparkling wine, made from grapes not quite ripe. It's reputed to be (Continued on page 132)

OPPOSITE

Dressing for dinner this season means really *dressing*. You'll wear a dress that may be at once fabulous and formal—like this covered-arms, covered-back sheath of molten gold lamé. You'll cover your hair with a small turban. And, if you're marrying, you might propose the outfit for your bridesmaids. Costume, Jay-Thorpe Original

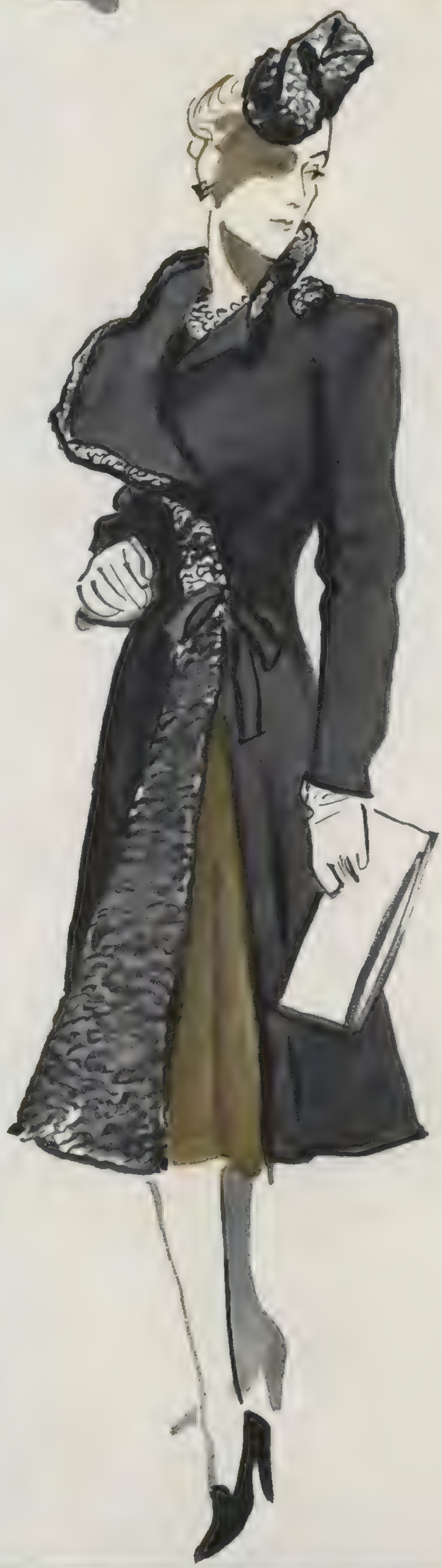
PHOTOGRAPH BY RAWLINGS

To Dinner in Gold

Gracious Clothes

FOR about two-thirds of your life you need clothes to flatter you. And here are clothes that do that. They are not adaptations of schoolgirl dresses; they were conceived for nobody but you. They are clothes from a collection planned by the Grand Duchess Marie, whose maturity and knowledge of the world give an assured background for her practical good taste. There are more on page 112. You could, and very happily, choose your whole autumn wardrobe from these.

COSTUMES AND HATS ON BOTH PAGES; LORD AND TAYLOR



Persian lamb on black wool coat. $155.
Persian lamb toque. $40

Thoughtfully proportioned black wool dress and bolero, white-collared. $50

Gentle-blue wool dress, purple-and-blue plaid coat. All, $70. Hat, $18.50 →

Slimming sheath with soft side-drapery, enchanting pale blue crêpe. $50

Serene lines in a beige jersey tea-gown, with leopard-printed velvet. $17

Casual, but non-giddy brimmed suède hat with crushed crown. $15

Marrying young

Under-twenty Trousseau

Even a trousseau
at under-twenty prices.
Each piece costs under $20
except the wedding-dress

AMONG the autumn brides is a girl whom you've seen on Vogue's Under-Twenty pages before—Miss Mary Case. She's one of our favourite young models. And so when we found she belonged to the enchanted race of brides-to-be, we asked her to consult with us on an Under-Twenty trousseau and to pose for us in the clothes.

With Miss Case as collaborator, we worked out a trousseau primarily for you who, like her, have careers and will go on with them after wedding-bells. (More and more modern brides are doing just that.) Recognizing your independence, we keyed prices to starting salaries. The separate items on these four pages cost less than $20 each, with the exception of the wedding-dress. We clung to one colour scheme—navy-blue as a basis, with bark-tan as secondary colour.

This, then, is a trousseau built around blue. Even the wedding-dress is of faintest blue satin, sweetly curved at the waist and falling into the briefest of trains. The spindrift head-dress is blue, too—a shower of blue tulle to the shoulders. We show you a complementary dress for your bridesmaids, in deep royal-blue velveteen.

The eye-for-the-future part of this trousseau properly begins with the going-away suit—blue wool dress and sharp little jacket, carefully keyed to the winter coat on page 89. You'll wear the dress and jacket to work...and after 5:30, when you meet your husband at a neighbouring bar. The extra dresses on the following two pages are similarly geared to the versatile life: both the taupe wool jumper-dress and the blue-and-tan crêpe will make effortless transitions from work to play; the blue faille afternoon dress will go tea-dancing or shine at little dinners; and the ubiquitous blue coat will go over each in turn.

In your new status, you'll be entertaining friends at home—perhaps in the green faille and leopard-velvet hostess coat on the following page, looking as though you left all the bread-winning to your great big tycoon of a husband. And since new brides are deluged with invitations (we *must* see whom John married) we've provided a sirenish, jet-trimmed black dinner-dress and a red taffeta dress of two aspects—With jacket and Without jacket. These two encompass your social life—dinner-parties, theatre, dancing.

And so you see that the whole trousseau is equal to the sum of its parts—in this case, a very gentle sum. Just another instance of taste doing the work of dollars. And that, incidentally, can be applied all along the line. To apartments. Case in point is the one used for background in these trousseau photographs—the lovely apartment of Mr. and Mrs. Paul B. Haight. It's done in pink-and-grey striped wall-paper, three-flounced pink-and-grey curtains, old French furniture, and a pink-and-blue Venetian mirror. And what it took the most of—was imagination.

KARGER

Her going-away suit—
blue wool with bark-tan. $19.95; Best.
Her bridesmaid's dress—
blue velveteen. $19.75; Franklin Simon

MISS MARY CASE, bride-to-be, is photographed dressed for the wedding—in palest blue rayon satin with marquisette. A dream at a price—$45. On her head, a pompadour-veil of blue tulle, clipped with stephanotis. $15.75. Franklin Simon; Marshall Field

PHOTOGRAPH BY RAWLINGS

Under twenty

Miss Mary Case, a bride-to-be, a Vogue Under-twenty model, is photographed in our Under-20 Trousseau

Her tea-dance dress — blue rayon faille; $19.95. Hatter's plush hat; $12.50. All, Best

Her party dress - red rayon taffeta with a bolero. $19.95; Best

Her at-home hostess coat — green rayon faille with leopard-printed velvet. $20; Bergdorf Goodman

KARGER

Her coat— fitted blue wool. $19.95.
Leopard cat mittens, hat; $12.50 each. Best

Her dinner-dress— jet on black
Celanese rayon. $19.95. Jet cap; $1.95. Best

Her two-colour dress— blue crêpe top,
bark-tan skirt. $19.95.
Bonnet; $10. Best

Her jumper-dress— taupe wool. About $15.
Taupe-and-blue suède hat; $12.89. Macy's

Black and Beguiling

BLACK PERSIAN LAMB, and never has it looked younger than in this deliberately casual coat cut like a man's rain-coat. Marano of Russeks designed it of Hammer Persian lamb, and enchanting with it is the Breton faced with Persian lamb—also from Russeks. All jewels from Black, Starr, and Gorham

HORST

BLACK FOX—a long stole of it attached to a black velvet coat. One end of the fox winds cosily around your head like a hood, then continues down the front of the coat. From Hattie Carnegie

• BLACK BROADTAIL (right) in a sleek little dinner-jacket with golden buttons and golden sleeve insignia. At Hattie Carnegie

All a Matter

RAWLINGS

SOFA FROM LAVEZZO

Low hip-line

Not just a good, but a very special little black dress is this wool one that Germaine Monteil designed. See the new low hip-line—it's an autumn, 1940, hallmark—accented with black grosgrain. Nice under brown or black furs; or perhaps a cognac-brown coat. Find it at Bonwit Teller; Bullock's-Wilshire; Ransohoffs

Diagonal drapery

Diagonal drapery that's as flattering as an overheard compliment makes this a dress that does the utmost for a small-waisted figure. It's of black silk crêpe, another Germaine Monteil masterpiece. Bonwit Teller; Bullock's-Wilshire; Ransohoffs. For a pompadour, the little Jeanne Tête hat of rayon jersey. Bonwit Teller

# of Good Line

HORST

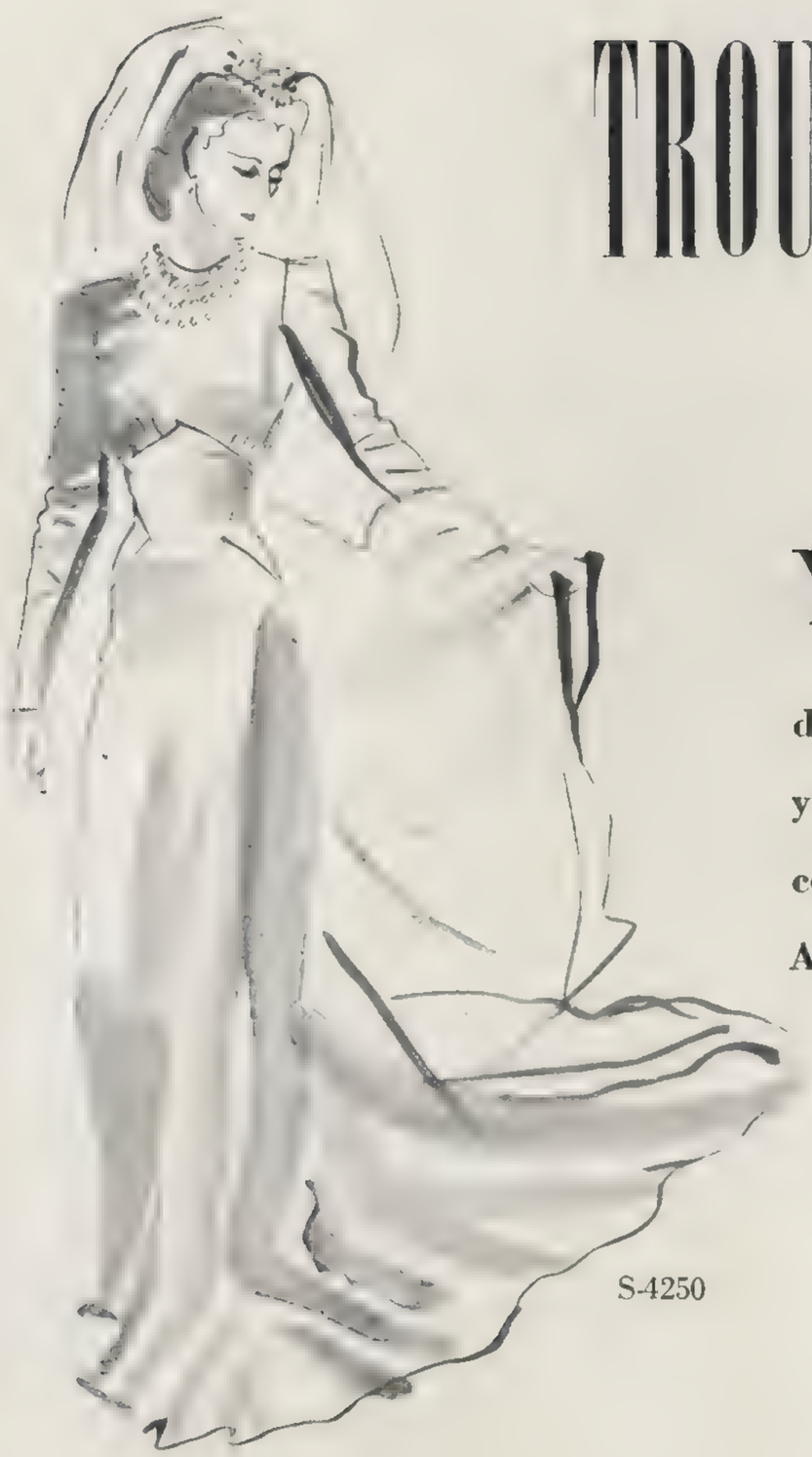
Arabian drapery

A grey dress that banks on Line—and this winter you'll love grey with beaver, grey with baum-marten, grey with any brown fur. New waist-and-side drapery is called "Arabian" by Pattullo, its designer. Dress of imported Ducharne silk. Brown velvet hat with sable-dyed baum-marten. Both from Saks-Fifth Avenue

Collar-panel

The famous scissors of Charles James are responsible for this dress—one of those that look so simple, and actually require a master hand. See how the wide collar turns imperceptibly into a panel. Black Celanese rayon crêpe. Add a gilt-threaded wool jersey turban that looks like a tasseled cushion. Both at Altman

TROUSSEAU STITCHED IN TIME



S-4250

YOU'VE said yes to the Man. You've set the Day. Now you're being practical—about wedding-dress and trousseau. You decide, perhaps, to have everything made—so you can choose your own designs, pick your own fabrics, build an individual and coordinated colour scheme, make your trousseau dollars go far. At left, a wedding-dress in the classical tradition—dream it up of satin, silk jersey, mat jersey. Design No. S-4250.

Key-piece of your trousseau is your coat—you will manœuvre the rest of your daytime clothes around it. This one (there is an alternative on page 128) has princesse lines, the new side-wrapped look. Have it in cognac-brown, perhaps, in a suède-surface wool like duvetine. With black fur, say, or, if you have fur accessories, it would be nice furless. Design No. 8859.

At Home—looking lovely behind your new tea-set, or abroad, under your coat—a soft afternoon dress with slim lines and all its fullness in front. Have it of crêpe—bright green or pale, pale blue—both colours will be heavenly under the cognac-brown of your coat. A dress you'll find a hundred ways to wear. (You'll find other dresses on page 128.) Design No. 8856.

8859

8856

BUY VOGUE PATTERNS FROM YOUR LOCAL STORE OR BY MAIL FROM VOGUE PATTERN SERVICE

Right: Vade mecum for brides—it'll go shopping in the mornings, or week-ending in the country; you'll see it on country-club terraces and on golf-courses. The classic fly-front dress with concealed slide-fastening, convertible collar, long sleeves that can be pushed up. Have it in sandy-beige or khaki—make it of gabardine or rabbit's-hair wool or cashmere jersey. No. 8847.

8847

Left: Your suit—and this one is a double-dealer, because you can wear it now with the jacket and your fur accessories, and later, with or without jacket, under your coat. So we thought of it in black (with your brown black-furred coat)—of soft, thin wool or velvet, to mould your figure, with its slim skirt and draped shoulders. Jacket has pouchy pockets. No. S-4258.

S-4258

A big skirt for big evenings. A little adroitness in colour-and/or-texture contrasts can make this full-skirted evening dress an "exclusive" for you. It has deep décolletage, covered shoulders, hand-span waist. Have it in two shades of velvet, or taffeta, or in velvet and taffeta. As to colour, pick your own becomingest. Couturier Design 351. (There are more dresses—slim-skirted, covered-up ones for dinner on page 129.)

351

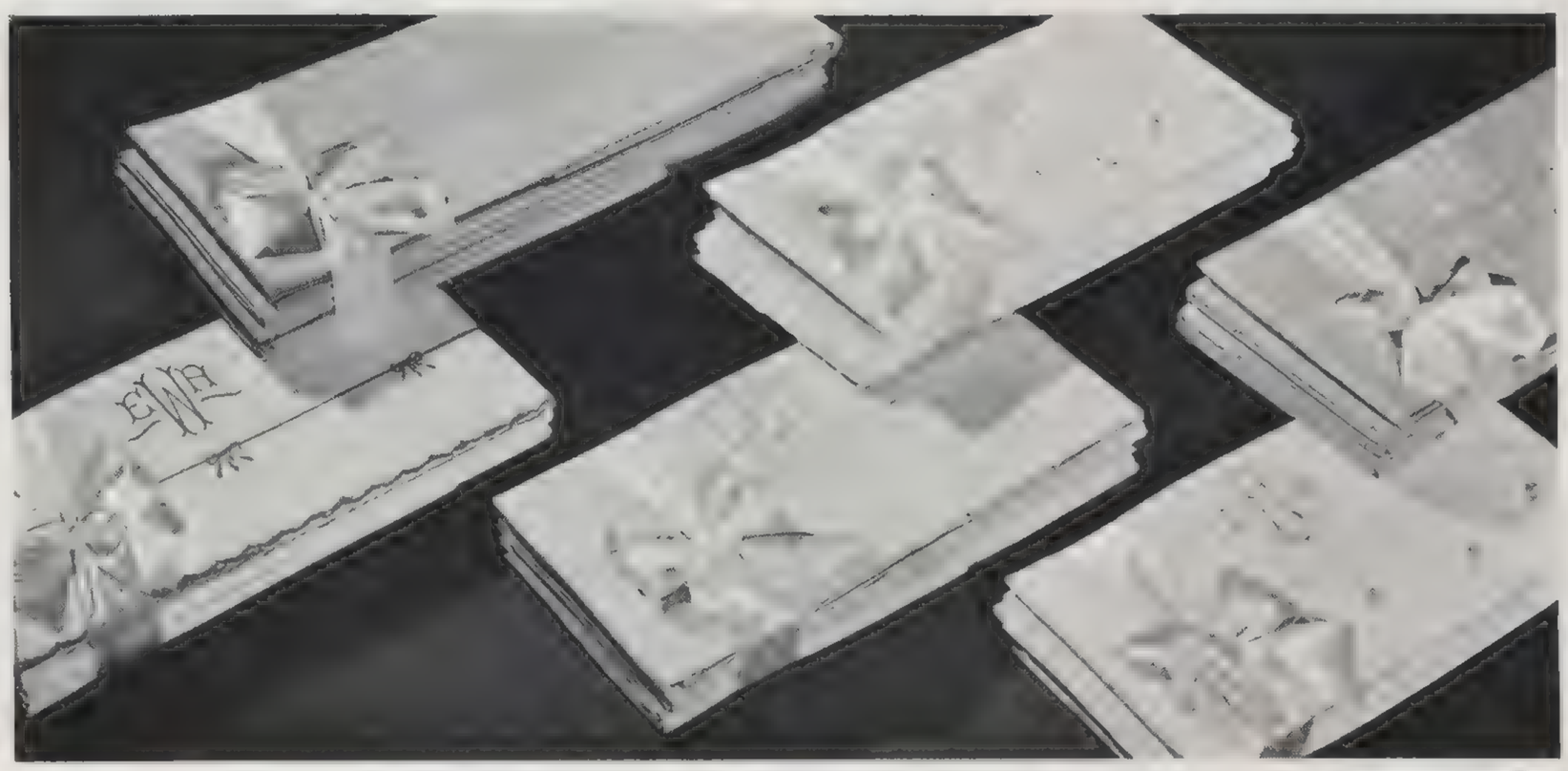
DESIGNS FOR DRESSMAKING

For the bride who can splurge

INITIAL IDEAS

Towel trousseau, chosen for the Bride who can afford to Indulge Her Fancy; A bath set of white Martex towels (two sizes of towels, face-cloths, bath-mat) with rose and blue bow-knots and monograms. Irish linen hand-towels—pastel shades, contrasting monograms. Bournefield. Sand-coloured Martex "Royalty" bath set; square brown monograms. Nice for man's bathroom. Martex towels available at stores across the country

FIRST CHOICES



Luxurious additions to the basic white which is the backlog of your trousseau bed-linen. Wamsutta Supercale sheets in a variety of colour-teams. Choose them for specific rooms, perhaps. White sheets with blue initials and scalloped edge. Rose, with white initials; three blue with white; one rose with blue and white combined. Monogrammed for Wamsutta by the Linen Embroidery Company. Buy them at leading shops across the country

FIRST COURSES

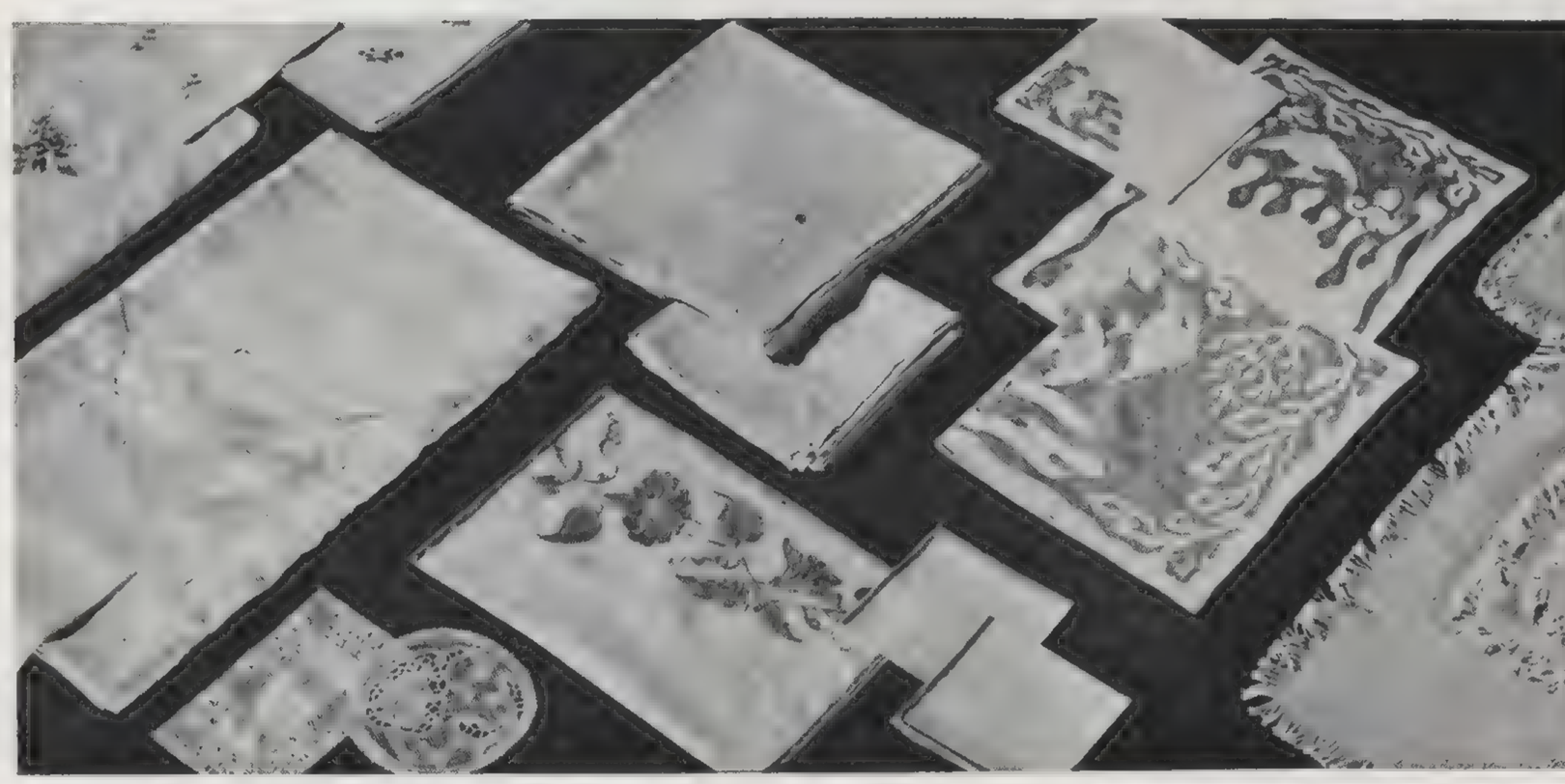


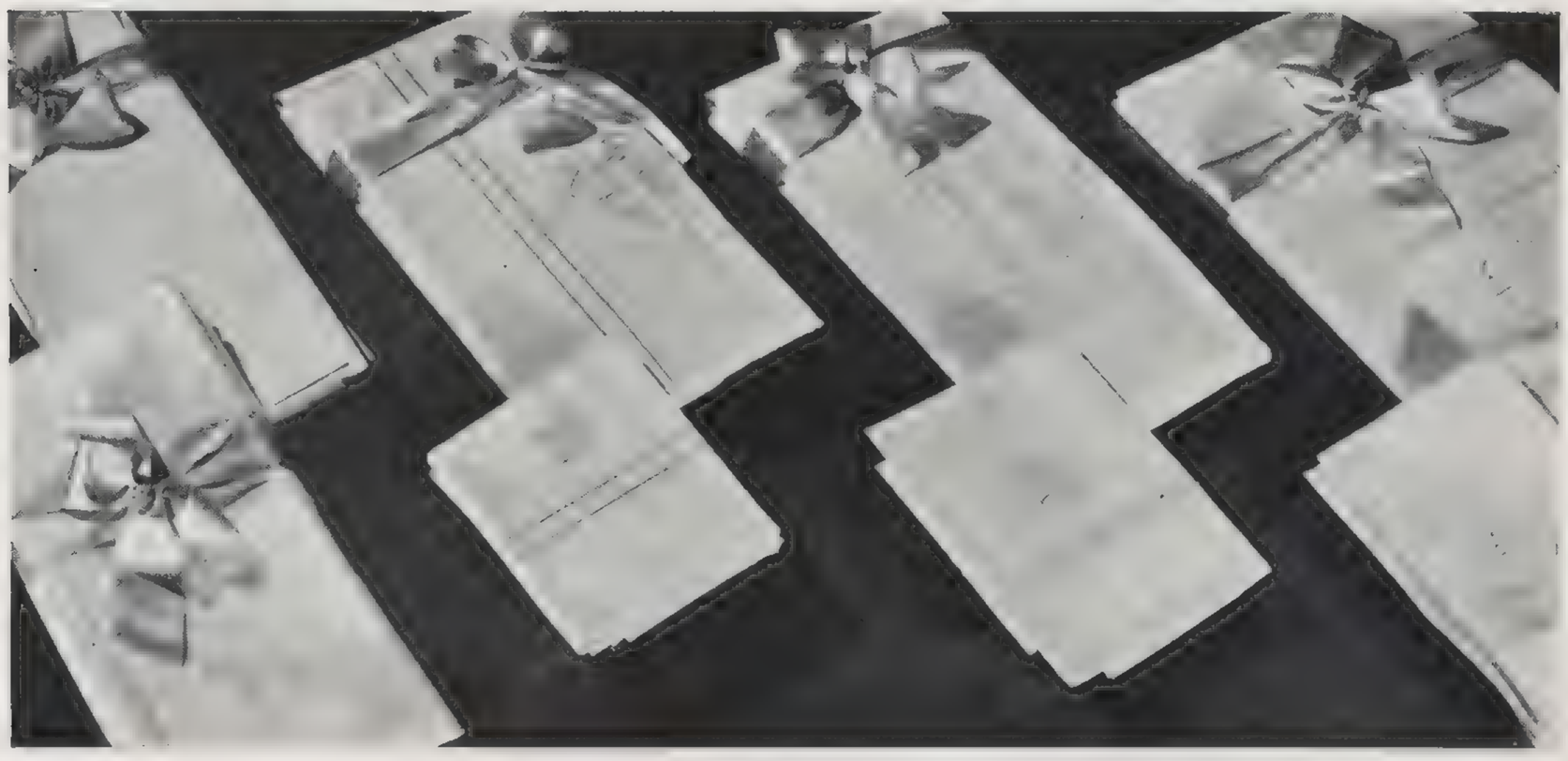
Table-linen for the de luxe trousseau. Flowered cream-coloured linen luncheon set; Lord and Taylor. Calla-lily linen-and-organdie dinner-set; Bournefield. Cocktail napkins; doilies; Grande Maison de Blanc. Yellow linen breakfast or tea-set; Lord and Taylor. Linen morning-glory breakfast-tray set. Angel-fish luncheon set of cream or white organdie-and-linen; Bournefield. The dusty-pink fringed luncheon set is from Léron

For the bride who is thrifty

FOR THE BATH

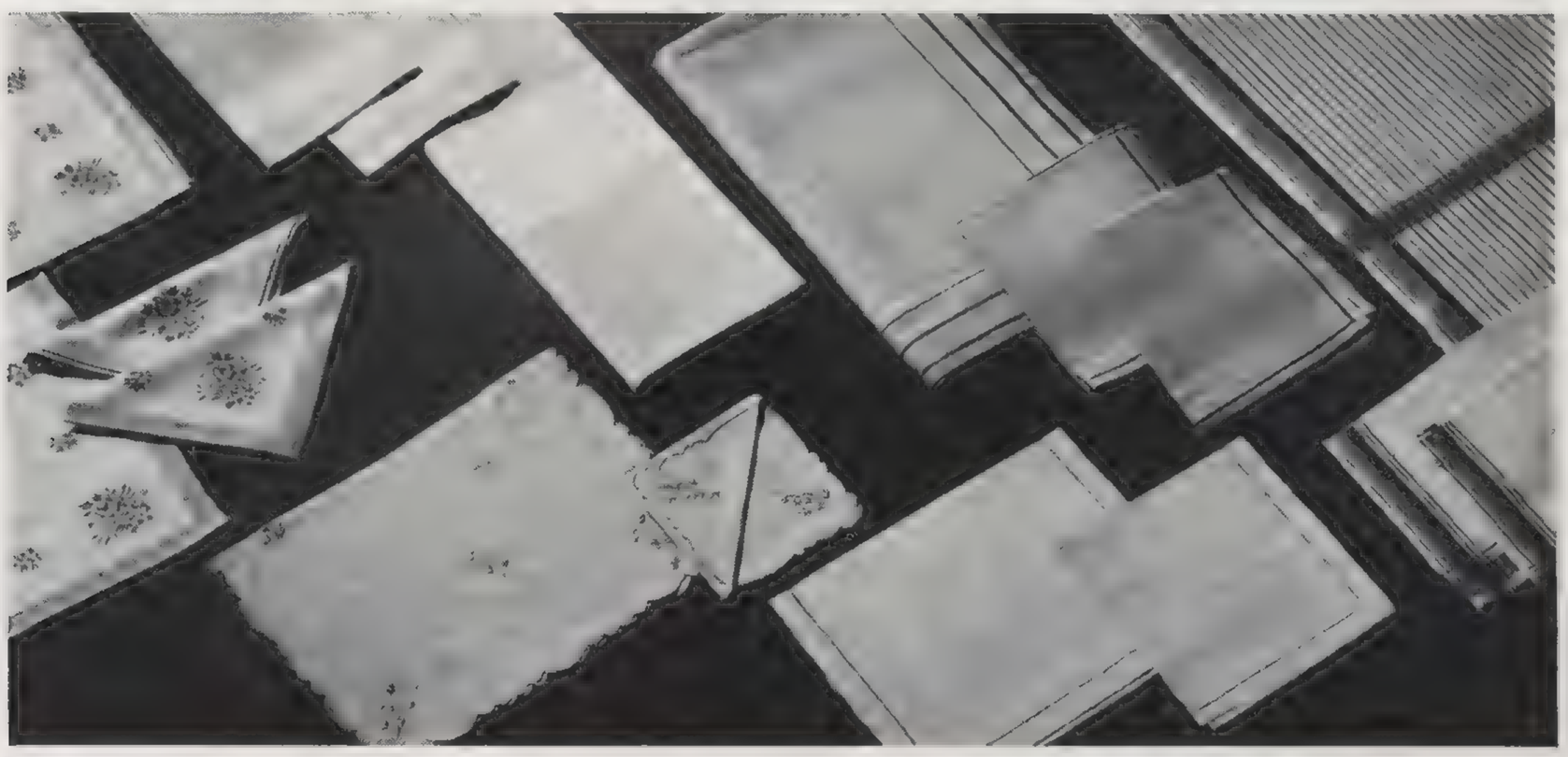
Towel trousseau for the bride who wants her Must-Haves to be Love-to-Haves, too. Green towels with white key design; "Cherry" bath set, white towels, red and green face-cloths. All, Cannon; all inexpensive. At shops everywhere. Monogrammed white damask hand-towels; Grande Maison de Blanc. And—shrewd investment—a dozen of each of three sizes of blue-initialed white towels, a bath-mat. Set, about $17. McCutcheon

IN BED-LINEN



Suggestions for white bed-linen, some plain, some embroidered in colour, and ranging from about $1.50 to $3 a sheet. Bates' hemstitched Comb-Percale sheets. Cannon's plain hemmed percale sheets. Bates' Comb-Percale sheets and pillow-cases, with blue monograms and blue hemstitching. Cannon's percale sheets and pillow-cases, with peach monograms and edges scalloped in peach. Available at leading stores throughout the country

IN TABLE-LINEN



Charming choices of table-linen—all a bride will need—at fractional prices. Rose-printed white linen luncheon set for eight. About $7. Maison de Linge. White Irish linen damask dinner-cloth and napkins—the set is less than $16. Blue linen breakfast tray set. About $4. Blue linen cloth and eight napkins. Under $19. A Belgian linen luncheon set; about $7. "Tyrol" luncheon set, big cloth, eight napkins. About $8. All these from Macy's

Shop-hound on decoration

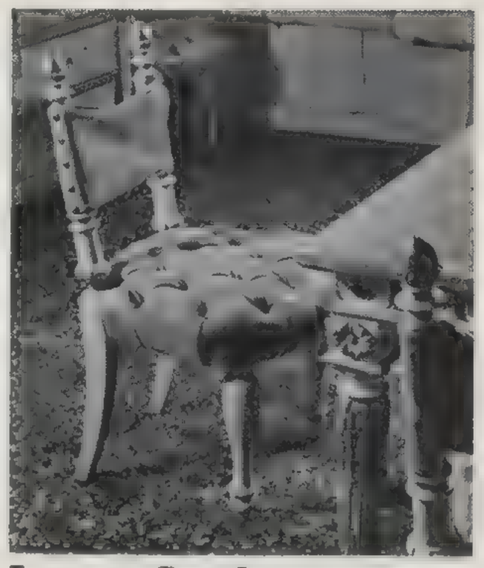
BUFFOTOT

Flowery Indoors

Flowery Indoors: These charming flower-paneled doors are taken from an apartment in Paris, but the idea might be applied to your house. The panel decorations are made of pressed flowers. Over the flowers are square plates of glass, held in place with tiny painted metal supports. Carole Stupell will execute such doors for you, or carry out other pressed flower designs. You might have a table top decorated with pressed flowers, covered with glass. 507 Madison Avenue.

Reflections in Pine

Reflections in Pine: From Décor, E. S. Boteler, comes this old stripped pine dressing-table, with its slim, bamboo-carved legs. It's really a desk, drafted into dressing-table use —and that ought to give *you* ideas. The chair that goes with it is exceptionally graceful, with a cushion of salmon-pink raw silk. Notice, too, the pine Chippendale mirror brought down from its regular high position on the wall, to serve as a dressing-table mirror. These pieces are at 123 East Fifty-Seventh Street. Copies may be ordered.



Luxury Leather

Luxury Leather: For sheer luxury, we elect this little gold-and-white dining-room chair, with its deep, deep tufting of highly-glazed, pale blue leather. Tufting leather is no economy measure, because it Costs, but it is a new and interesting treatment, and should give you inspiration for doing over some old chair or stool which is almost wonderful, and worth spending a bit of money on. William Pahlmann and Lord and Taylor are responsible for this delightful little extravagance.

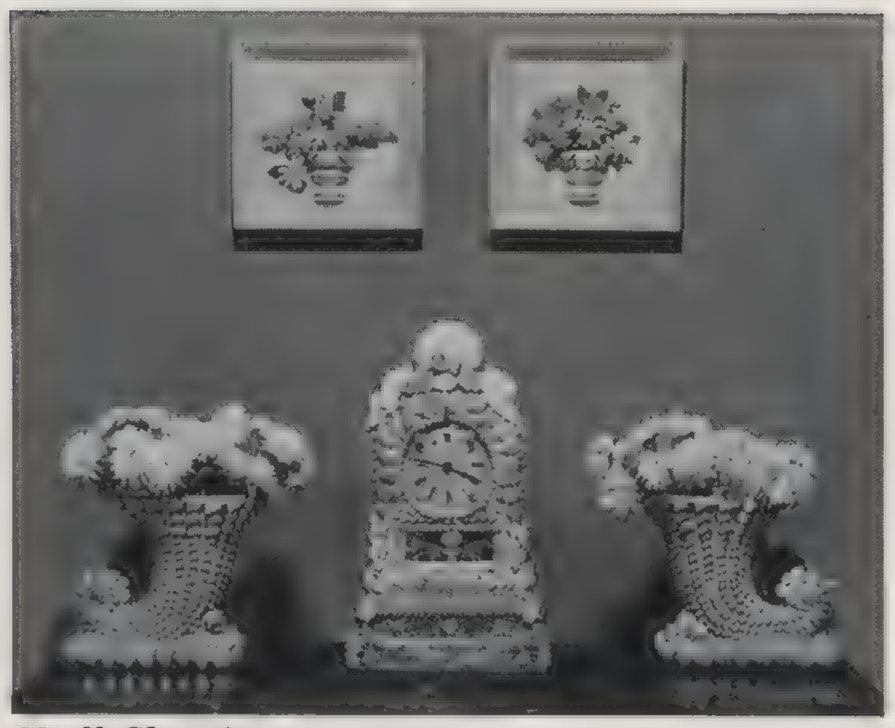
NYHOLM

Plaid Revival

Plaid Revival: Stripes have certainly been taken unto the bosom of the American home, where they look very well—but why not try plaid, sometimes, as the Victorians did? William Pahlmann has used it dramatically in this new Lord and Taylor living-room. Curtains and draped cornice are of inexpensive hand-screened shantung, used unlined (remember this for economy). The milk glass tie-backs, great tufted sofa, the embroidered white muslin lamp-shades, and black-amoor end-tables all carry out the Victorian theme, but with to-day's feeling of freedom and spaciousness.

Among the plaids about town, we like particularly Katzenbach and Warren's new bold plaid wall-papers, with bright colours crossing each other every six inches on a white or coloured ground. The price, just over $2 a roll.... And in the fabric world, Richard E. Thibaut's small pastel plaids of taffeta, for the reticent.... F. Schumacher's collection of cheery cotton plaids, at cheery reasonable prices.... J. H. Thorp's Victoria plaid pure silk taffeta—very sumptuous, with melting shades such as mauve or ashes-of-roses for backgrounds. All of the fabrics are in wide widths, most of them fifty inches. Order them through your decorator.

Shell Showing: Few exhibitions have been more bewitching than the one given by James Pendleton, of Nina Wolf's shell objects. Beware: this isn't one of those ideas that you can copy inexpensively. They have to be perfection, or they look like what a beachcomber overlooked. *These* are perfect. The clock is of pink, white, and beige shells. The cornucopias are white snail ones, mounted on blue plaster. And small orangey shells make the flowers in the shadow-box pictures.... Perhaps the pièce de résistance of the collection is the pair of beige satin curtains, with a valance entirely crusted over with shells, and, down each curtain, a fringe of long-shaped pale brown shells. Fantasy, pure fantasy; but go and look and enjoy, at 19 East Fifty-Seventh Street.


Shell Showing

Lacquer with Pewter: One of our own American designers, Tommi Parzinger, has created this coffee-table. It's of dark green lacquer (or wood, if you prefer) with a shiny pewter trim. The baby tables, which slide underneath when not in use, have shiny, carved pewter faces. On the table, Parzinger's sterling cigarette-box, decorated with a circus horse, and his silver ash-trays, big enough to please a man about the house (they may be ordered either in sterling or plate). You'll find these and other interesting objects, designed and executed in America, at 54 East Fifty-Seventh Street.

Lacquer with Pewter

More Plaid

More Plaid: Here we are back to plaid talk again, and still delighted. The fabulously Victorian walnut chair was built by Belter (you know, he made violins, too), and the red-and-green wool plaid on the seat is the original old fabric. About $75. This comes from that fascinating maze, the Flea Market, at 1003 Second Avenue. So does the marble-topped table beside it. The brass lamp with the red-and-green plaid paper shade is from Jones and Erwin, Inc., 15 East Fifty-Seventh Street. They have a wealth of Victoriana, incidentally. The book with the plaid paper cover is theirs, too.

New-Old Table

New-Old Table: Amster and Lamb, always seething with ideas for any-priced decorations, have conceived this simple, new, small table. The supports are of antique fluted pine columns. The top is marbleized, beige or brown. Its price confounded us—about $35. The little round box is one of a collection of eighteenth-century candy boxes, with jewelled tops and satin linings. Exceptionally good wedding presents here, at 362 Lexington Avenue.

Very Own Mural

Very Own Mural: The little yellow bird in the middle of this panel tells you that it belongs to Ilka Chase Murray. It couldn't be gayer, painted in rainbow colours on a white bathroom wall. The border is blue, the wide ribbon framing it, pink. And we like the random rose, with butterflies, just sitting on the wall.

On the facing wall is a companion panel, dealing with feathers, more ribbons, and hands, one of them holding a little card which says, "*Carnets de bal.*" This has the same border and ribbon, and the ribbon turns up again to frame the window. Very gay treatment for a small room. Bertram Coppock dreamed it up and painted it.

Shop-hound on decoration

Stripes with Flowers

Stripes with Flowers: Stripes and flowers and crystal combine to make this an unusually cheerful dining-room. The mahogany chairs are covered in blue-and-yellow striped satin (under $3 a yd., 50″ wide), with the same fabric used for curtains. On the floor is a flowery crochet-point rug; and in the niches behind them, old flowered china plates. Over it all, a Venetian glass chandelier, with tiny paper shades repeating the blue of the chairs. This is at W. and J. Sloane, in their House of Years, Fifth Avenue and Forty-Seventh Street.

Modern

Modern: Modernage, a shop which believes thoroughly in functional design, has these to offer. A dark wood coffee-table with a checkerboard top worked out in cream and terra-cotta colour rubber tiles. Around $45. Flanking it, two generous armless chairs which can become a sofa; under $50 each, in muslin. They're covered in terra-cotta cotton. Above them hangs one of their flower pictures, made to order, of extravagant blooms with a wide mirror border, in deeply-recessed pale frames. About $25. 16 East Thirty-Third Street.

Bedroom

Bedroom: This charming bedroom by Macy's decorating shop has the added charm of being inexpensive. The beds are in very pale chartreuse. The headboards are of painted and gilded wood (about $16, unpainted) and have shirred chambray backdrops. Bedspread and dressing-table skirt are of pink chambray, which has the delicious price of a little over $1 a yard, 72 inches in width. On the floor is a moderately priced red-and-white flecked chenille rug, which melts into a general pink tone. The walls are in pale grey—the ceiling, pale pink. The plaster lamps and picture-frames (which pretend to hang from little painted ribbons) add a certain elegance.

This is as good a time as any to remind you that the trick of using inexpensive fabrics is to treat them as though they cost ten dollars a yard. If they're properly cut, and sewn. and lined when necessary, they're chic. But slipshod workmanship on your chambray, ticking, or sateen, or whatever will give you away immediately.

Same Room

Same Room: This is another corner of the same Macy's bedroom that we've shown above. We wanted to show you the unusually interesting way that the pottery birds are arranged on the walls. They're on the smallest possible brackets, so that the effect is of a three-dimensional mural, if you see what we mean. The deeply flounced chintz chairs are put together to form a sofa, or may be used separately. This same flowery fabric, in grey, and pink and red and white, is used on the curtains. And isn't it pretty? And remember that the whole thing is so kindly priced.

THE POWER OF A GOOD POWDER

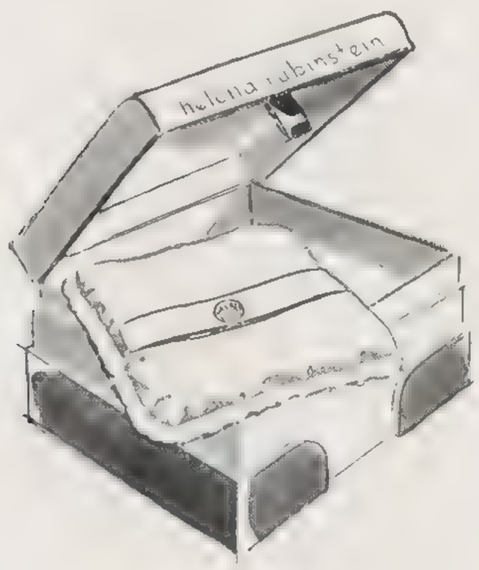
HELENA RUBINSTEIN

On a lady's powder depends her beauty . . . her poise . . . almost her self-respect! To Helena Rubinstein face-powder is such an important ally to loveliness that she blends fifteen ingredients to a careful formula . . . has them sifted and re-sifted through silk and brushed together hour after hour until they're as light as thistledown. Helena Rubinstein powders are matched to exact skin-tones and scented with the costliest of perfume compounds.

Try to feel a Helena Rubinstein Face Powder; it's like trying to feel a mist! Smooth it on thoroughly (Madame Rubinstein says *never fluff* on powder) and you can forget your puff for the rest of the day. Your skin will look exquisitely fine and soft. Helena Rubinstein's powders are the peak of powder-making . . . your beauty's greatest compliment!

Helena Rubinstein's most popular powder-shades: Peachbloom—young, warm, sun-drenched skin-tone: Opalescent—light, luminous, magic for the very fair! Mauresque—beautiful powder-shade for brunettes and tawny blondes. Apple Blossom Face Powder, 1.00. Water Lily Face Powder, 1.50. Town and Country Face Powder, 3.50.

Town and Country Make-up Film is a famous foundation that not only gives a pearly radiance to your powder, conceals little lines and blemishes, but protects natural skin moisture, 1.00, 1.50.



MAKE-UP MEMOS

from

Helena Rubinstein

A new classic-column lipstick.
Helena Rubinstein honors six of her wonderful lipstick reds, her "classics", by giving them a beautiful new case like a little ancient Greek column. 1.50. Other Helena Rubinstein lipsticks from .60 to 2.00.

A new lipstick ingredient.
Every Helena Rubinstein Lipstick has a *new ingredient*, oil from the heart of wheat kernels, which contain Vitamin E . . . to give lips an exciting highlight lustre.

A magical new mascara.
Waterproof Mascara! Never fear a dark streak or smudge. It makes your lashes look incredibly long, dark and thick! Must be removed with Cream. Black, brown, blue, 1.00.

Colored shadows for your eyes.
Add depth and lustre to your eyes this fall with Smoky Blue Spruce . . . wonderful eyeshadow shade with woolens and furs. Also brown, blue-green, blue, 1.50.

Salon masque at home!
Helena Rubinstein's marvelous Salon Beautilift Masque packaged for the first time for home use. Complete Home Masque Treatment Set, 10.00 Includes:

- A shaped silk masque and Beautilift masque-lotion.
- Herbal Cleansing Cream Special with stimulating qualities.
- Eau Verte, a circulation stimulant.
- Twin Night Cream No. 2 with special ingredients.
- A lesson of facial exercises given in the salon.

Put your skin in condition.
Skin Clearing Cream makes dull, sallow, weatherbeaten skin glow, look animated! Keeps young skins and old in radiant condition, 1.00, 2.25.

Your beauty sleep.
Novena Night Cream, specially rich, soothing, smoothing cream. Let it "work on" dryness, tautness, tiny wrinkles, while you sleep . . . beauty sleep! Novena Night Cream, 2.00, 5.00.

helena rubinstein

715 FIFTH AVENUE, NEW YORK AND AT ALL SMART STORES

SALONS IN: BOSTON · CHICAGO · LOS ANGELES · TORONTO · LONDON · PARIS · SYDNEY

A Coat with a Country Accent in Stroock's Glenurquhardt Plaid

As rural as a post-and-rail is this casual, open-country coat in a glorious Glenurquhardt Plaid. Count among its companionable virtues the gentle tailoring that greets the eye above . . . the luxurious softness of a really fine woolen . . . and the charm of soft-spoken colorings so characteristic of well-bred tweeds—so typical of plaids from the world-famous looms of Stroock. $39.95.

Peck & Peck

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MILWAUKEE • MINNEAPOLIS • PROVIDENCE • PHILADELPHIA • ST. LOUIS

VOGUE COVERS THE TOWN

Jingle bells

Get your sleigh harnessed up...the St. Regis Ice Show is back in town. It opens in the Iridium Room on October 2. There will be music by Hal Saunders' orchestra, and the show will be headed by Dorothy Lewis and the Heasley twins. Miss Lewis is not only a skater, she is a ballet-dancer on ice. As première ballerina of the show, she refuses to dance on any of the *ersatz* ices, such as Markice or Mock Ice, so the St. Regis supplies her with the real thing.

There are seven hundred and eighty-seven feet of coils used to freeze the five tons of ice—these coils are insulated by one thousand pounds of cork. The most exciting part of the whole intricate process is that one small lever sets the ice rolling. This stream-lined glacier advances or retreats from the room in exactly fifty seconds.

Musical note

If you are one of those people who are fond of saying, "I don't know anything about music, but I know what I like"—maybe this year you'd like to do something about it. Speaking specifically, you might try taking a course that will help you get the most out of the concerts you go to, by teaching you how to listen to them.

Beginning October 11, the Philharmonic Symphony League of New York, at 113 West Fifty-Seventh Street, offers you a choice of one of four such courses (ten lessons per course), also two tickets to three concerts and all literature published by the League—all for $10. Here is a real musical bargain.

Bride's note

Weddings and Sherry's are almost synonymous. With the first tinkling of wedding-bells sounding in their ears, parents of brides-to-be have, for the past fifty-odd years, been rushing to Sherry's for aid. Whether the wedding is in the New York area or in some distant part of the country, Sherry's will undertake the job—they send along their own staff, including chefs, butlers, et cetera. Just to be on the safe side, they have a travelling kitchen that they can bring along to supplement yours. Wedding receptions placed in the hands of these experts have ranged in price from $100 to $18,000.

One member of Sherry's staff who goes to all weddings is Jerome—he has been with the firm for fifty years. Jerome remembers the pre-auto days when midwinter brides came to their weddings in sleighs. His official job is to take care of the coat-room—he never gives a hat check and has never made a mistake about returning a hat to its owner, though many a prankster has tried to trip him up.

East South East

The South Seas have come to the East Side with the new Pago Pago Club, at 139 East Fifty-Fifth Street. There you will find an overabundance of palm-trees and ferns, dine in straw-thatched huts, and hear the incessant sound of rain slithering against window-panes in accredited Sadie Thompson fashion.

Music is supplied by Armando Peralta's orchestra (his father was Argentine Ambassador to the U. S. during the Wilson régime). There will be songs by Sigrid Lassen, who, in real life, is the daughter of Princess Ketto Mikeladze, and the tropical touch will be supplied by Tani, a sinuous Hawaiian dancer.

White elephants

"It may be a white elephant to you, but it's rummage to us" is the battle-cry of the State Charities Aid Association. To substantiate their claim, they are giving their second annual White Elephant cocktail party and tea-dance at the St. Regis Roof on October 10 for the benefit of their Child Placing and Adoption Committee. Bring all your old clothes, furnishings, and household goods. At the door to greet you will be a monstrous elephant designed by Wheeler Williams—this benevolent beast is doing his bit for charity by serving as a giant mail-box in which you thrust your rummage.

There will be cocktails and dancing; Jane Pickens will sing; and, if you're lucky, you can win jewels from Flato, furs from Gunther, or dinners at "21."

Surprise at the Plaza

The Persian Room at the Plaza reopens on October 8, and we warn you to be prepared for great changes—nothing remains of the room you've so often danced in but the Persian murals. Gone are the black-and-gold walls; the Plaza has gone glamour-girl in "surprise-pink and oyster-white."

Dick Gasparre's orchestra will play for your dancing, alternating with Gerry Morton, and the show will be under the direction of Russell Markert of Music Hall fame. Mr. Markert will direct a show consisting of, you've guessed it, beautiful girls.... There will also be what the Plaza coyly refers to as a "surprise feature."

The Persian Room boasts of having the handsomest maître d'hôtel in town, Paul of the Plaza. He is a head waiter by choice—it's become his hobby. For several years now, Paul (his last name is Boiardi) has been the owner of a large and profitable spaghetti plant at Milton, Pennsylvania. He proudly lends his name to his product, calling it Chef Boy-ar-dee. The phonetic spelling is to encourage sales among the uninitiated.

parfum shocking de schiaparelli

They flow honey-smooth over your legs, lending subtle allure to every curve. They're sheer as a whisper, yet so strong that they give amazing wear. A welcome combination of the beautiful and the practical.

Reduce stocking overhead, add drama to your costume, choose Quaker. Available in fashion's *very* loveliest colors, at your favorite store. Silk or nylon.

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HOSIERY DIVISION
330 Fifth Avenue • New York

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DISCOVERIES IN BEAUTY

VOGUE STUDIOS

Lenthéric introduces a new series dedicated solely to the young and calls it (lest there should be any mistake about its intentions) "Pink Party." It includes all the sweet necessities from perfume, to lipstick, to talcum, to face soap

AS gay and contagious as young laughter is this frankly "pretty" new series of Lenthéric toiletries. They're young, both in the way they are done up and in the perfume, which was worked out to express the "Pink Party" mood. The whole fragrance theme is pastel, but spicy, to charm and satisfy the recently come-of-age, without causing conservative parents to wince every time their daughter gets to windward. Because even the young are now agreeing that black lipstick and beautiful Russian-spy perfumes are pretty ridiculous, the lipstick colours were chosen with an idea to chic—rather than glamour-glamour. The "Pink Party" lipstick is a warm, uncompromising pink—which we show you on the cover of this issue, and which, we elders have to confess, only the young can handle. "Spitfire" lipstick is new—red with a flare of orange, and "Redcap" is a bright, clear red. The powders are warm and neutral and gauged to young skin tones, delicately perfumed and very fine.

There is nothing saccharine about this series, and still it was planned for young faces, young colouring, and young clothes colours. The perfume of the Bouquet, the soap, bath powder, and face powder, is pretty enticing, but there's a safe sparkle of laughter in it somewhere. The whole series is priced for the limited allowances of the young.

Peggy Sage, to use her own words, "comes through with Flying Colours." She speaks of nail enamels in this case, and specifically of her two new shades, "Flagship" and "Skyhigh." It goes without saying that both these colours were planned for the autumn and winter fabric colours, and you can play safe all the winter with these two. "Flagship" is a brilliant, deep, important red, with unusual "carrying" power; and "Skyhigh" is a poetic, but personable pink, neither washed out and "beigy," nor the colour of gingham in the general store.

Following the new lipstick trend towards the yellowish reds comes "Nina-Red," a nice creamy lipstick by Produits Nina. You'll find this colour refreshing, and don't be frightened by our harping on its yellow tone. It's not an orange—it's just that it's the opposite end of the range from the blue-reds.

One of the things, we'll wager, that you are always wishing you did more often, is to clean your face...to start fresh several times during the day, instead of merely powdering over old powder and rouging over this morning's lipstick outlines. Nothing can so console you for a laddered stocking or lack of sleep as a freshly cleaned, newly made-up face.

On a silver platter (tin-foil actually) we hand you the new Tecor cleansing pads. These are cream-impregnated flannels, vaguely two inches square, which are wrapped individually in foil to keep them air-tight, and to make it possible for you to keep one or two safely in your purse. You simply tear off the foil, and there you are. You'll find them at Stern Brothers.

Schoolhouse Red

NAMED FOR AN AMERICAN TRADITION

Those little red schoolhouses that still dot the countryside are so much in the American tradition, that Elizabeth Arden has named her newest make-up SCHOOLHOUSE RED. Clear, bright, youthful . . . Schoolhouse Red evokes nostalgic memories of rosy-cheeked little schoolgirls in starched pinafores. Elizabeth Arden dedicates this typically American color to the new simple silhouette, the beguiling off-the-face hats, the vogue for brilliant, brave colors . . . and as a gladdening accent to black. Elizabeth Arden's Schoolhouse Red Make-Up is the single touch of sophistication the artful simplicity of the new fashions needs, to make them truly chic.

Schoolhouse Red Lipstick, $1.50 . . . Schoolhouse Red Rouge, $1.25
Schoolhouse Red Nail Polish, $.75 . . . Green Bronze Eye Sha-Do, $1.25

Elizabeth Arden

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THESE *Martex* TOWELS *will...*

please you and your guests

When you supply your guests with Martex towels, you have the double satisfaction of knowing you have provided the finest towels that money can buy—and of knowing that *they* know it.

be thrifty

The long life plied yarn underweave in all Martex towels assures the extra wear and extra service which means less cost to you in the long run.

this label is your protection

You can always buy bath towels with the Martex label on them in complete confidence that they will give you long and satisfactory service—in other words—*your money's worth.*

At our mills, the finest practical textile laboratory in the country checks the technical factors of cotton selection, yarn size and twist, balanced construction, selvages, finish, etc. for all Martex towels. No one but skilled textile laboratory technicians can possibly make all of the tests we make on towels—and because we do make them and have been making them for nearly 50 years, you can accept with confidence the Martex label as your safest guarantee of towel quality. Martex Towels are sold only through department stores and linen shops who will do monogramming for you at little extra cost.

DRY-ME-DRY DISH TOWELS

So good they were awarded a patent for their construction of cotton, spun rayon and linen! Highly absorbent, practically lintless and very fast drying. Martex Dry-Me-Dry Dish Towels are made in gay, colorful patterns which will not lose their beauty after laundering.

Martex

BATH TOWELS DISH TOWELS CHENILLE MATS

Wellington Sears Company, 65 Worth St., New York City

DIRECTOR'S PRODUCTION

MR. and Mrs. Richard Wallace's house at Bel Air, California, photographed on pages 80 and 81 of this issue, stands on a hill with a sweeping view—from every room—of the mountains, the sea, and the city, far below. The house itself was inspired by the U-shaped houses that were built in Australia between 1800 and 1830; it is of reddish stucco, with a black-shingled roof.

The entrance-hall is actually a big room, with a fireplace and comfortable furniture. In the centre is a statue of the Chinese deity, Quan Yin, lighted from above by a spot-light concealed in the Empire chandelier that hangs over her head. On the lovely Adam writing-table, with *décor* attributed to Angelica Kaufmann, is a collection of sentimental Austrian Valentines, dating from the early nineteenth century, that Mrs. Wallace discovered in a little shop in Budapest. The wall-paper—cream-coloured, with a beige floral stripe—was found in an old paint-shop in Pasadena, where it had languished for forty years.

In the living-room, the walls are dark blue-green, the colour of the California sky at night—they were painted at night, to make sure of matching it as nearly as possible. On them hangs a fine collection of Wedgwood basalt medallions of the Roman Emperors. The woodwork is pickled pine; the pelmets and draw-curtains are of beige velvet, with over-draperies of flowered chintz that has a yellow ground, and the same chintz covers a Chippendale chair and two lamp-shades.

The room that is used more than any other is the up-stairs sitting-room—a combination sitting-room, library, and children's playroom—which has one of the loveliest views in the house. In this room is a complete collection of the Currier and Ives pussy-cat prints, amassed over a period of years by Mrs. Wallace and her decorator, William Haines, the one-time star of silent pictures.

In Mrs. Wallace's bedroom, the walls are covered with the same hand-painted English chintz that is in the curtains; the ceiling is bleached pine, the colour of fresh straw. On the Heppelwhite bed is a cover made of Belgian mattress-ticking that has been bleached and edged with a silk fringe.

One of the most inspired ideas in the house is in Mrs. Wallace's pink marble bath-dressing-room, with its indirect lighting and domed silver ceiling. The combination wash-stand and make-up table, which stands in the centre of the room, forms the base of a column going up to the ceiling, inside which lurks the plumbing; and around the column are circular shelves, for perfumes, ivy-plants, and miscellany.

WEDDING IN HONOLULU

(Continued from page 75) Her beaming attendants carried feather standards, the chiefly symbols, and she herself wore a cloak of red, yellow, and black feathers, centuries old. She presented to the young couple the ceremonial gifts of red-and-yellow leis, sugar-cane, pineapples and mangoes, and her own gift—a set of *poi* bowls, cups, and trays of polished native wood. At the same time, she gave them Hawaiian names. The bride was named *Kama-lei-a-pua,* "the child who is a garland of flowers," and Mr. Wick emerged as *Ke-kaupu-hehi-aleale-o-ka-moana,* "the soaring bird that stills the waves of the sea."

After that, there was supper in the *hau* arbour, and dancing under the pink-and-white striped marquee on the terrace; another orchestra played Hawaiian tunes in the patio, banked with gardenias, tuberoses, and Formosa lilies. The bride and groom departed, finally, in Benjamin Dillingham's 1933 Ford (suitably decorated with old shoes and tin cans), to the strains of the "Beer Barrel Polka," while the bridal party danced polkas and Paul Joneses in the driveway. And even after that, the guests sat at tables with pink-and-white checked cloths in the Italian garden, lit by Hawaiian torches, and watched the battleships off Waikiki signal the names of the bride and groom in code lights.

Streamlined and Fascinating

...in MisSimplicity*

Five points of figure perfection are required for the new narrow silhouette. Four points are achieved by the MisSimplicity* patented "diagonal pull" feature ... Note the high arched bosom, the concaved ribs, the slenderized waistline and flattened tummy. The fifth point—new this season!—is the slimmer hip-line ... subtly controlled by GOSSARD'S new knitted elastic NET. Of fine plain batiste with a lace uplift, simply, yet elegantly, adorned with fagoted seaming. Model 6718A., Average; B., Heavy; C., Full Hip; D., Tall Average; E., Straight Hip; F., Short Average.

*Reg. U. S. Pat. Off.: Pat. Nos 1,859,198 - 1,899,890

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COUNTRY TROUSSEAU

ON pages 52 to 55, and on page 110, we show you the mainstays of a country trousseau—one which Vogue worked out with Miss Barbara Lucas, bride-to-be and sportswoman. It's planned on a sports-clothes, evening-clothes basis—no middle ground. It dovetails with a life that's partly horses and riding, partly small dinners and hunt balls. And it contains ideas any country dweller, bride or not, might profit by.

We chose two coats for the trousseau—a bright red chinchilla cloth reefer and a lambskin sports jacket. The reefer goes over sweaters and skirts, casual jerseys, tweeds. You can see it on page 53—photographed against a bantam station-wagon by Ferguson. (Coat, approximately $65; find it at Best.) The jacket—beige fleece inside and brown suède outside—is a nonpareil over anything from riding-clothes to country dinner-dresses. (Under $80; Altman.)

Like any devoted horsewoman, Miss Lucas has a quantity of riding-clothes—her favourite costume, breeches worn with canvas leggings and high, laced shoes, a sweater, shirt, and scarf at the throat. She wears this for casual country riding. Working around the farm, slacks are practically a necessity—and so we included ones of navy-blue corduroy, worn with a loud flannel shirt. (Together, about $30; at Best.) These will supplement her collection of faithful old blue jeans.

COUNTRY MIXERS—ALL DAY, EVERY DAY

For all-day, every-day wear, a quota of mixable uppers and lowers stands the country woman in every stead. For Miss Lucas' trousseau, we picked a shortish grey flannel skirt, box-pleated fore and aft. (Less than $13.) Sometimes she'll team it with a jerkin of golden-brown suède (under $13) and a green jersey shirt. That's the costume she wears in the picture with her pointer dogs, on page 53. Sometimes she'll add a camel's-hair jacket (approximately $23) and white silk shirt—as on page 55. And often, she'll wear it with sweaters, old and new. (All pieces shown; Saks-Fifth Avenue.)

Since a wool suit is to a country wardrobe what a black afternoon dress is to a city wardrobe, we found a beautifully tailored suit of Scotch tweed, beige, brown, and tan, striped. (About $50; Peck and Peck.) Miss Lucas will wear it to race-meets, for occasional trips to the city, for any dressier-than-usual occasion in her country life.

The hat problem in the country is simple. Fancy hats are out. Miss Lucas leans to off-the-face berets—nice with her short, naturally curly hair. She has one of red suède (Saks-Fifth Avenue), and one of red chinchilla cloth. Exception is a bonnet of brown suède and jersey, to go with her best striped suit. This is from Peck and Peck.

DRESSES FOR DINNER

With dressing for dinner practically a country institution, Miss Lucas needs several good "little" dinner-dresses. A black velveteen with white Irish lace. (Under $40; Milgrim.) A sage-green wool with sundial stripes. (Under $30; Milgrim.) Both on page 110. A black velveteen jumper over a red-and-white-and-black striped skirt of Crown-tested rayon taffeta. (Total, about $26. At Altman.)

And because there'll be really important hunt balls and visits to town during the winter season, we included one magnificent splurging party dress. It's white marquisette over a gold lamé slip, with a gold-and-pearl-beaded waistband. (Approximately $50; Best.) See it on page 52, photographed beside a mirrored dressing-table from Richard Sandfort. A white dress, Miss Lucas observed, is a perfect foil for men's formal hunting-pink. And with it, just for fun, she wears a tiny gold-pailletted skull-cap.

Soften Your "SUMMER SCORCHED" Skin!

Out of the frying sun into the steam-heat is more than skin can stand, without help—especially skin that's dry. Quickly —*tonight*—let fragrant, fluffy Velvet of Roses Cream give *your* skin the help it craves!

You can *see* the promise of loveliness in its whipped-creamy texture and tea-rose tint...such a luscious, thrilling cream! And *feel* the soft new smoothness it brings to your precious skin! Barbara Gould Velvet of Roses Dry Skin Cream is only $1.00 and $1.75, at better department and drug stores.

Barbara Gould, INC.
NEW YORK

Now put these
Milk of Magnesia Creams
to work on your skin!

OF course you've tried various kinds of creams in an effort to protect and preserve the fresh loveliness of your skin. You've fought against such blemishes as enlarged pore openings, excess oiliness, blackheads or dry, rough skin.

Here's a *different* kind of help—two creams which contain Phillips' Milk of Magnesia, known and prescribed for over 60 years. Put them to work on your skin now!

What they do. As you would expect, these Milk of Magnesia Creams act on the excess acid accumulations on the skin and help to prevent and overcome flaws which may so easily develop.

PHILLIPS' MILK OF MAGNESIA TEXTURE CREAM. This cream offers unique benefits! Not only does it neutralize excess acid accumulations on the skin, but because it contains cholesterol it retains moisture, so helping to keep your skin youthfully soft, firm, supple.

A wonderful foundation. Phillips' Texture Cream seems to prepare the skin in a special way for make-up—relieving roughness and dryness, removing excess oiliness so that powder and rouge go on smooth as silk and last for hours.

PHILLIPS' MILK OF MAGNESIA CLEANSING CREAM. And for thorough cleansing action, try Phillips' Cleansing Cream. It not only loosens and absorbs surface dirt but neutralizes the excess acid accumulations as it cleans. You'll love the way your skin looks and feels after cleansing with this cream!

PHILLIPS' *Milk of Magnesia* **CREAMS**

TEXTURE CREAM *30c and 60c* • **CLEANSING CREAM** *30c, 60c and $1.00*

COUNTRY TROUSSEAU

(Also see pages 52 to 55)

Miss Barbara Lucas in one of the trousseau dinner-dresses she'll take back to Virginia. It's black cotton velveteen, with white Irish lace. This is from Milgrim

Another "little" dinner-dress keyed to the life Miss Lucas will lead—where they usually dress for dinner, though simply. Leaf-green wool, orange stripes. At Milgrim

TONI FRISSELL

Miss Lucas' dressing-gown is of printed Crown-tested challis—pink, with tiny flowers. Warm enough for a 4:30 rising, when she's going out with the horses. Best

Five Smart Girls

SELECT THEIR STERLING

Each has definite taste yet finds her perfect pattern

Barbara is aware of the newest decorative trends, so she knows that Regency is in the ascendent. And, too, she likes to surround herself with finely-made furniture and craftsman-like silver. Lunt REGENCY appeals to her because it has a definitely hand-wrought feeling and a fine clarity of line.

Suzanne finds this newest Lunt pattern, COLONIAL MANOR, the very essence of grace, completely keyed to the elegance of her Queen Anne dining room. Here is a kind of simplicity which has definite style—as gracious as the mode of living during our historic 18th century—yet eminently suited to the hostess of today.

Kay is a busy career girl whose apartment is beautifully trim and decidedly smart. She loves her MODERN CLASSIC Sterling which she wisely bought by Lunt's Seven-Step-Plan . . . and she adds to it at every opportunity. By the time she is ready for matrimony, you may be sure she'll have a complete service for twelve!

Diana has always loved the period which produced Chippendale, Hepplewhite, Sheraton and the brothers Adam. Her home will be traditional Georgian—so Lunt's ENGLISH SHELL will take its place with the other decorative gems which will one day be the precious heritage of generations yet unborn.

Priscilla's idea of home is a Cape Cod cottage—or, if it be an apartment, one done in the Early American spirit. Once she saw WILLIAM & MARY, her search for silverware was happily ended. Inspired by one of the loveliest Colonial styles, this pattern lives harmoniously in any simple English or American setting.

Lunt beauty **LIVES FOREVER!**

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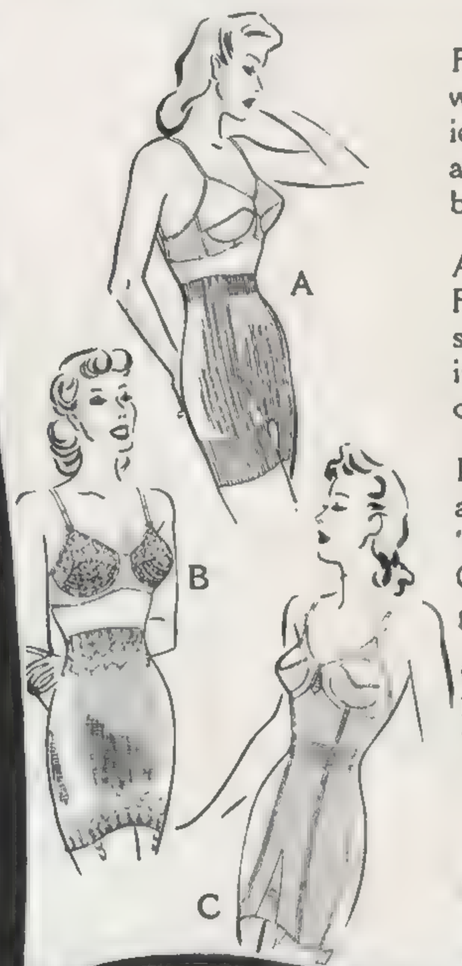
LUNT *Sterling*

LUNT STERLING is the most beautiful of tableware—but it is more than that. It is finely wrought silver which has the permanent value of flawless taste and enduring importance. And despite its traditional inspiration, each pattern is suited to some current style of furniture and decoration. It is designed for use today—and tomorrow. Write for your copy of *"The Bride Selects Her Table Silver"*.

Address Lunt Silversmiths, Dept. A-28, Greenfield, Mass.

Just name your figure-problem—and Maiden Form gives you the answer, with a foundation style *especially* created to meet *your* needs. Every brassiere, girdle, and *"Once-Over" (one-piece foundation) by Maiden Form was designed to help glorify a *different* type of figure, in terms of current fashion demands.



For example, the "Once-Over" above, with *"Allo" brassiere top, makes heavier-than-average breasts *look* smaller; and its non-elastic back panel ("cloth-back control") slenderizes the hipline.

A - *"Allegro" Evening, one of Maiden Form's *adjustable* brassieres (for precision fit) stays where you want it, *low* in back. Shown with 15-inch pantie girdle No. 1526 (regular girdle No. 1506).

B - Also adjustable to the fraction-of-an-inch is *"Inter-Lude" brassiere with "breathing" diaphragm band of †"Tric-O-Lastic"; 14-inch two-way stretch girdle No. 1450 (pantie; No. 1451).

C - Maiden Form's "Once-Overs" have brassiere tops for *every* type of bosom. This one has an *"Adagio" brassiere, for smaller - than - average breasts.

"ONCE-OVERS"—$5.00 and $7.50
BRASSIERES and GIRDLES—$1.00 to $5.00

AT ALL LEADING STORES

*REG. U.S. PAT. OFF.
†REG. APP. FOR

Maiden Form
REG. U.S. PAT. OFF.
LOOK FOR THIS TRADE-MARK ON
BRASSIERES
GIRDLES "ONCE-OVERS"

"There is a Maiden Form for Every Type of Figure!"

Send for free Foundation Style Booklet V: Maiden Form Brassiere Co., Inc., New York, N. Y.

MORE GRACIOUS CLOTHES

(Continued from page 84)

Deceptive front fullness on bodice—by means of V-shaped tucks. Slimming straight skirt. Long-sleeved black silk crêpe dress. Around $40. Profile fur-felt black hat

Illusion of slimness—by means of two fabrics. Black silk crêpe dress, paneled with black satin. Furthermore—long sleeves, simple neck-line. About $40. Brimmed felt hat

Becoming colours, becoming silhouette. Deep plum-colour rayon crêpe dress with pale blue wool bolero with those good covered-up lines. Under $50. Soft blue ostrich hat

Concealing softness in bodice and skirt—by means of tiny tucks. Nutria-brown rayon crêpe—very right now, very gentle. About $60. Black hat, brown ostrich feather

• Dresses and hats; Lord and Taylor

An important advance in night-time skin care ...a night cream completely new...in semi-liquid form...greaseless...leaves no forbidding oily film

FRANCES DENNEY

introduces

NIGHT-TONE

Applied before retiring, NIGHT-TONE disappears...almost completely. It softens and lubricates the skin...without the penalty of grease stains on night dress or pillow case . . . . . $2.50 and $4.50

FRANCES DENNEY

OF PHILADELPHIA

SHUR-TITE

Favorite of the Month

Design Patented

Tall lines for handsomeness—molded details for softness. Together, a bag whose genius for symmetry brings dramatic effect to your Fall costumes. Black and leading colors in calf or new processed suede, at your favorite counter.

$5*

SUB-DEB "FAVORITE"

Young ideas demand this symmetry, too. Shur-Tite "Favorite" smartness for the sub-deb.

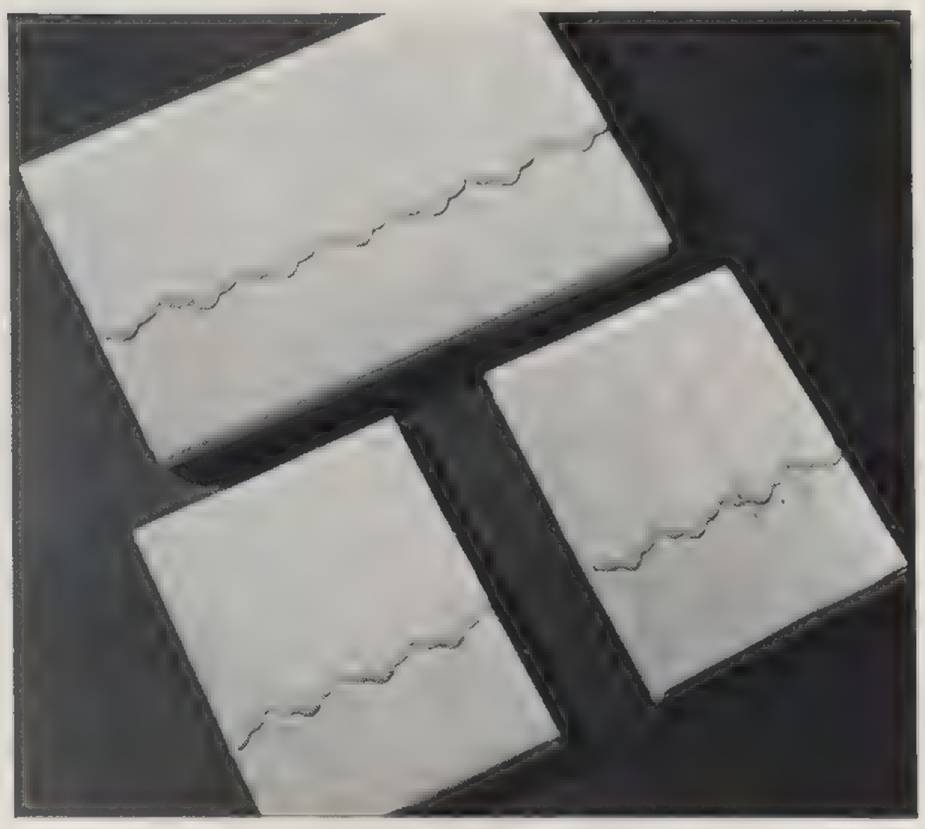
$3*

*slightly higher in some localities

Goldsmith brothers

NEW YORK • CHICAGO • LOS ANGELES • LONDON

GOOD BUYS FOR THE BRIDE



UTICA COMBED PERCALE SHEET AND PILLOW-CASES

IF you're getting married this autumn and haven't very much money to spend, don't think you have to get enough of everything to last a lifetime. Instead, limit the amount you buy to essentials and choose sheets and towels that are in simple good taste, and lasting in quality—things around which you can build and to which you can add.

You'll need three to four pairs of percale sheets and six pillow-cases for each bed. Although hand-monogrammed and hemstitched sheets are lovely things to have, you needn't feel that they are a necessity. The Utica combed percale sheet and pillow-cases in the photograph above are a good buy you might consider. They have a scalloped design in peach that takes the place of hemstitching, and are not only attractive, but very reasonable as well. (You can find this set for under $5.)

For each master's bathroom, you'll need a dozen bath-towels, a dozen linen hand-towels, a dozen linen face-towels, two dozen wash-cloths, and two bath-mats. When you're on a budget, you might consider terry-cloth face-towels instead of linen ones. They're cheaper to launder and don't need ironing. If monogrammed towels seem out of reach on your budget, there's no reason for you to despair. You can buy white or coloured ones with bright, decorative borders and add the monogram yourself.

The set of Dundee towels in the photograph below will brighten up your bathroom and lighten your heart when you hear how inexpensive it is. This three-piece set—bath-towel, hand-towel, and face-cloth—can be bought in white with a gay border in gold, green, peach, blue, or dusty-rose—as you prefer. And it will only cost you around $1. You could provide your guest bathroom with enough towels, if you chose these, for around $6.

VOGUE STUDIOS

DUNDEE TOWELS AND FACE-CLOTH IN WHITE

Rita Hayworth

in Columbia's

"ANGELS OVER BROADWAY"

...for a revelation in new beauty TRY PAN-CAKE MAKE-UP

HAVE YOU been looking for a "make-up miracle"...one that would answer your every problem? Then try Pan-Cake Make-Up! Utterly new and different, it will win your approval instantly because...

- ★ *It creates a new complexion by imparting a lovely, youthful-looking color tone*
- ★ *It helps conceal tiny complexion faults*
- ★ *It imparts a soft, smooth, cameo finish*
- ★ *It stays on for hours without re-powdering.*

Created by *Max Factor Hollywood* as a glamour secret for Technicolor pictures, Pan-Cake Make-Up has become today's new make-up fashion. Try it...for a revelation in new beauty.

Max Factor ★HOLLYWOOD

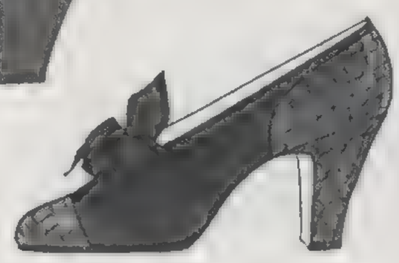
THE
FRANKLY FLIRTATIOUS
NEW PERFUME
$1.25 to $10.00

BOURJOIS NEW YORK

FOR THE BRIDE'S SHOE-TREES

Town and Country

• Black reversed calf belted monk shoe that you can commute in—with blue tweeds or black. A Nettleton shoe
• "Bark-brown" alligator belted step-in—ideal with your grey tweed suit. Delman shoe. Bergdorf Goodman
• Black reversed calf monk-type shoe —with brown tweeds you'll have the year's pet brown-with-black. Style-Eez



Town

• Brown suède and alligator wedge-heeled shoe with a platform sole. A Delman shoe at Bergdorf Goodman
• Navy-blue suède tailored shoe with good-walking heel—for tailored town blues or blacks. By Shoecraft
• Brown suède and alligator step-in —we'd like you to have it for a beige going-away suit. J. and J. Slater

Afternoon

• Navy-blue kidskin step-in—lovely with a soft blue afternoon dress. A Delman shoe at Bergdorf Goodman
• Dark brown suède with "Lastex" opera pump—trim and smart for afternoon wear. Customcraft shoe at Best
• Black suède opera pump—beautiful in its simplicity. A simply-must-have. A Delman shoe at Bergdorf Goodman

. . . SO LOVELY THAT MOLYNEUX CREATES A GOWN IN ITS HONOR!

A glowing tribute to a magnificent new pattern! Molyneux caught the delicate, feminine charm of Milady's flower design, the subtle grace of its lines, the exquisite depth and detail of its carving, like that of priceless hand-wrought silver. See this newest triumph of Community design, the loveliest pattern that even Community Plate* has ever created. "Milady," like Community Plate's six other open-stock patterns, has a beauty that "wears well." That's the grand thing about Community . . . its beauty endures!

• **LOWER PRICES.** Community Plate 1940 reduced prices offer a complete service in an anti-tarnish chest as low as $26. Budget terms. At your silverware dealer's.

"MILADY" *by* MOLYNEUX. *An original model! (Copies at important stores.)* "MILADY"* *by* COMMUNITY PLATE, *enduringly beautiful new design at your silverware dealer's.*

COMMUNITY PLATE

Leadership in Design Authority

COPR. 1940, ONEIDA LTD.

*TRADE MARK

Introducing

In Glorious
STAGLINE
Shades

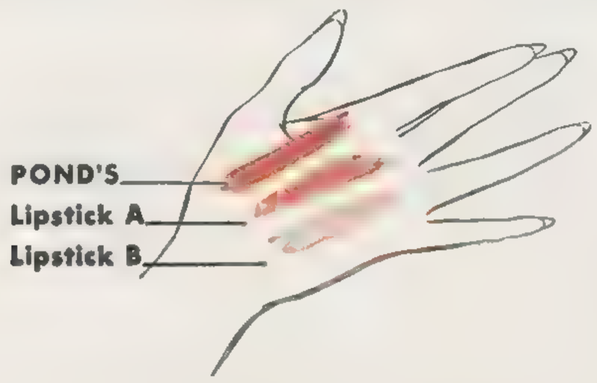
Pond's "LIPS"

— Stays on Longer

NEW!—Pond's "LIPS"—"glamour girl" of lipsticks! In luscious Stagline Shades artfully designed to create a delicious furor in the masculine ranks. Mow 'em down with "Rascal Red," clear and flaming . . . Call them in droves with "Honey" . . . Tantalize them with "Dark Secret" . . . Set brother against brother with "Heart Beat"!

And here's the marvelous thing about Pond's "LIPS." They'll lure strong men to their downfall, but they'll never let you down —because they stay on much longer. The last dance—or the last kiss—will find your Pond's "LIPS" still glowing with warm, intriguing color!

What price glory with Pond's "LIPS"? 55¢ —10¢. In drug, dept., and 10¢ stores. Made by the makers of the famous Pond's Creams.



Make this test . . .

Apply Pond's Lipstick to your palm. Apply beside it your other lipsticks. Leave on 4 minutes. Wipe off excess with tissue. See for yourself which leaves a deeper, more permanent coloring.

Money Back—give yourself Pond's "LIPS." If this new lipstick doesn't stay on longer than any you've ever tried, just send it to Pond's, Clinton, Conn. We'll send your money back without a murmur!

4 Alluring "STAGLINE" Shades

HONEY.....(light) golden red
RASCAL RED.....(medium) clear, flaming red
DARK SECRET.....(dark) deep, rich red
HEART BEAT.....wine
Also **NATURAL** (changeable)

Copyright, 1940, Pond's Extract Company

UNDER TWENTY

Additions to the young trousseau
that you saw on pages 87, 88, 89

Red-and-gold lamé for a long-length cardigan—planned to go over the red evening dress on page 88—as a Change-About for informal evenings. Nice over any long skirt. Under $17. Best

KARGER

Practically a Prime Necessity—the go-with-anything evening coat of black rayon velvet. About $16. Black velvet hood with sequins; for late afternoons, too. Under $5. Both from Best

NEW PRICE 8.95 (SOME HIGHER)

Inspired in design, sparkling with originality, the fall collection of Laird Schober Shoes comes to you at the remarkable new price of 8.95. Proudly they carry on the traditions of high quality and fine workmanship that have distinguished Laird Schober Shoes for seventy years.

SOLD IN BETTER STORES THROUGHOUT THE U. S. A., WRITE LAIRD SCHOBER CO., 47 W. 34th STREET, NEW YORK CITY, FOR NAME OF NEAREST DEALER

LINES TELL THE STORY

in SLIM-U-ETTE

designed expressly for the Young Woman's Figure

Long slim lines accenting your true proportions—a custom-made look that bespeaks an artist's devotion to detail—these qualities are implicit in every Slim-u-ette Fashions label.

TOP. Your "important occasion" dress—rayon crepe with flattering slim lines and beaded shoulder detail BELOW A two-piecer you'll live in from morning till night—rayon crepe with tucked top and shoulder applique.

Both dresses in soldieret blue, black, green, plum, brown. Sizes 16½-24½. **Under $17**

At these and other leading stores throughout the country.

Lord & Taylor . . . New York City
Marshall Field & Co. . . Chicago, Ill.
J. L. Hudson Co. . . . Detroit, Mich.
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For the name of the store nearest you, write

Albate-Swift

1385 BROADWAY • NEW YORK

FOUNDATIONS FOR BRIDES

COMES the time in your life when you want every last thing in your wardrobe to be Beautiful-Plus. Therefore—these corsets for your trousseau. Destined to be assets—whether you're on Budget Ltd. (there's one for a mere $7.50)—or whether you're Free To Spend...in which case, you can go as high as $75 or $160 for the most superb.

You'll want them for practical reasons, too. For they'll help keep your figure on the straight and narrow—as you want it this winter. And all this via softest fabrics and subtlest reinforcements.

Stitched lace brassière-top on an all-in-one of white power net, double-paneled front and back. Nice flat Inviz-a-grip garters. By Treo. $20. Milgrim has this

Foot-wide flounce, brassière-top of Alençon lace on this white silk satin all-in-one. Feather-boned midriff. Imported from France. $75. Saks-Fifth Avenue

Alençon lace for the exquisite ruffle and brassière-top on white silk satin and hand-made silk chiffon elastic. Imported from France. $160. At Bonwit Teller

Lace with "Lastex" for this all-in-one with a lace brassière-top. Cut low in back, so you'll wear it for evening, too. By Dorothy Bickum. $7.50. Saks-Fifth Ave.

Lace with "Lastex" all-in-one. Front and back panels lined with elastic satin that shines through. Inviz-a-grip garters. Made by Warner. $35. Altman

No. 5*
No. 22*
GARDENIA
GLAMOUR*
RUSSIA LEATHER

*REG. U. S. PAT. OFF.

CHANEL INC.

FREEDOM LOVING CLASSIC DINNER CLASSIC

DAY AND NIGHT TWINS
in MALLINSON'S "MOLLY O FAILLE"
a rayon crepe woven with Celanese* yarn

Illustrated Design Patent 115269 in Regular Sizes 12 to 44

Also our versions in street and dinner length for Juniors 9 to 19 and Little Women 12½ to 26½

By popular request, we are introducing the famous Paul Sargent Original in dinner length. This charming version, designed for you and the social season ahead, is a magnificent addition to our street length Paul Sargent Originals. These are America's favorite classics—superbly tailored with that extra dash of difference that spells distinction. Finely tucked blouse, Freedom of Movement back, exquisite handmade jewelled studs.

As illustrated: Freedom Loving Classic, narrow briskly pleated skirt, under 20.00—Dinner Classic, pencil slim gored skirt, under 25.00. Both styles may be had in short or long sleeves.

ALL ORIGINALS BEAR "PAUL SARGENT" LABELS

EXCLUSIVE WITH LEADING STORES FROM COAST TO COAST. FOR STORE NEAREST YOU WRITE

Paul Sargent *REG U S. PAT. OFF.

325 WEST JACKSON BOULEVARD, CHICAGO, ILLINOIS

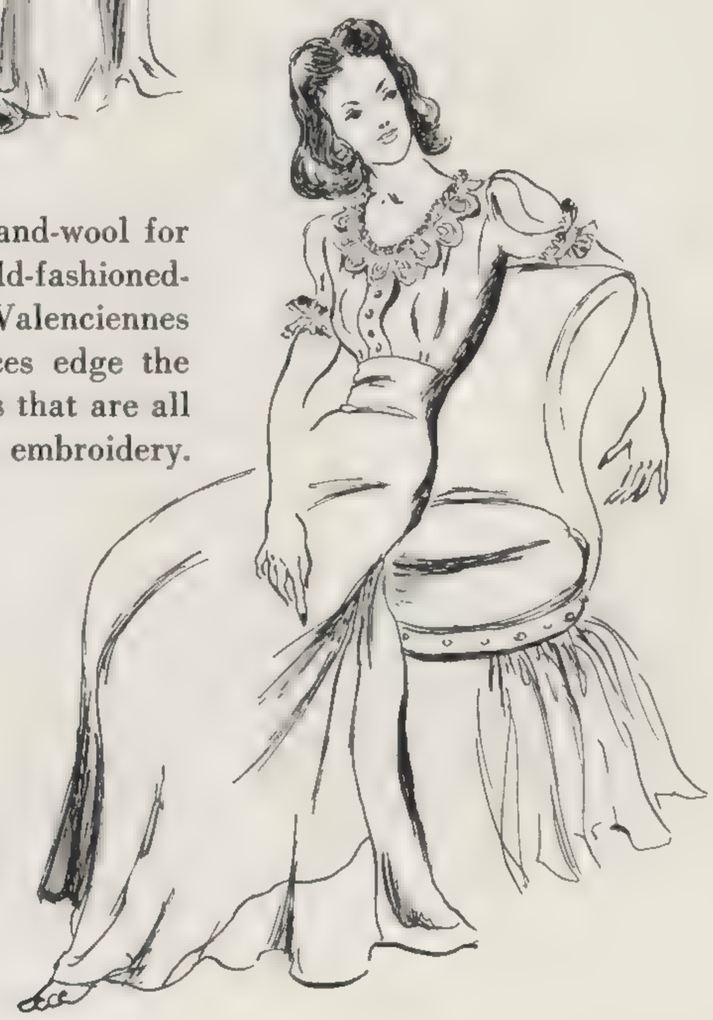
TROUSSEAU LUXURIES

FOR your trousseau, that Never-to-be-Forgotten wardrobe—some opulent gestures. The exquisite lingerie, here and on page 124, to be coaxed, perhaps, from Fond Parents. Or for you yourself to buy and cherish...hand-made complements to evening-gowns, house-coats, négligées. All; Saks-Fifth Avenue

A wide band of Alençon lace is appliquéd on this step-in of palest pink silk chiffon, scalloped at the hem-line. Perfect under your very best dinner- or evening-dresses.

Red saddle-stitching, a small red elephant—on this short-sleeved nightgown of beautiful white silk satin. Note the low, round neck, the wide, set-in waist-band.

Pale pink silk-and-wool for this demurely old-fashioned-looking gown. Valenciennes and binche laces edge the collar and cuffs that are all made of Irish embroidery.



"My friends were startled by the change in me!"

—says Elizabeth Prasse

OHIO GIRL MAKES HERSELF OVER, BECOMES SLENDER, GLAMOROUS BEAUTY—IN SIX WEEKS AT HOME

This is the snap-shot Elizabeth Prasse sent to Ann Delafield at the time she enrolled in the DuBarry Success Course. An overweight girl with a beauty she didn't know how to express.

ELIZABETH PRASSE had always been good looking. But she was much too heavy for her height, was worried about her posture, her skin, her hair—and she wanted to do something about it. Only 24, with a lifetime ahead, why *shouldn't* she make the most of her natural beauty!

So she enrolled in the DuBarry Success Course, was given a personal routine to follow at home. In six weeks she lost 19 pounds, streamlined her figure to almost perfect proportions, "startled her friends" by the change.

"The DuBarry Success Course has done wonders for me," she wrote to Ann Delafield. "My posture has so improved that I stand an inch taller. My skin is now soft and clear; my hair has a new sheen. My knowledge of make-up and hair-styling has given me a self-assurance I have never known before. I'm healthy, happy—an altogether different girl. Thanks from the bottom of my heart."

HAVE **YOU** THE COURAGE TO BE BEAUTIFUL?

Elizabeth Prasse is just one of more than seven thousand women—housewives, business girls, nurses, teachers, students—who have found the DuBarry Success Course a new way to beauty at home. The Course comes to you wherever you are, shows you how to use the same methods taught by Ann Delafield at the famous Richard Hudnut Success School, New York. And at just about one-tenth the cost! It brings you a program for your individual needs—tells and shows you what to do every day for six exciting weeks. Spend a part of your spare time each day really following this plan and you, too, can learn this new way to loveliness.

Get the Full Story—Send at once for the book, "Six Weeks From Tonight." It will bring you the whole fascinating story of the DuBarry Home Success Course, what it has meant to others, what it can mean to you.

With your Course you receive this lovely Travel-Case containing 22 different DuBarry Beauty and Make-up Preparations.

Elizabeth Prasse, after completing her DuBarry Success Course, at home. She had reduced her abdomen 5 inches, her hips 4½ inches, her thigh 3 inches, lost 19 pounds. Correct posture makes her an inch taller. Her streamlined figure is now almost perfectly proportioned.

DuBarry Success Course

ANN DELAFIELD, DIRECTING

RICHARD HUDNUT *DUBARRY* SALON, Dept. S-1K, 693 Fifth Ave., New York, N. Y.
Please send me the book, "Six Weeks From Tonight," telling all about the DuBarry Home Success Course.

*Name*_____ *Street*_____

*City*_____ *State*_____

IN Defense of Glamour

Patriot Red

The Brave NEW SHADE *for Young, Warm, Pulsating Lips*

Today, patriotism's in the air . . . and the new Fall clothes have a military swing and dash that's very young and *vital!*

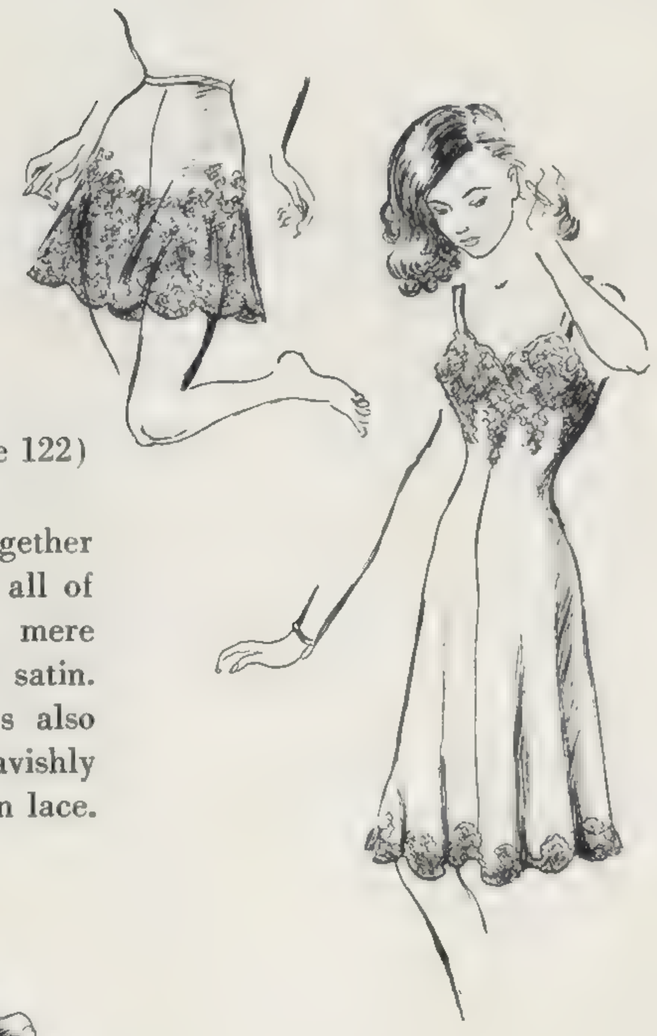
If you'd do justice to your trim, new outfit, you *must* get a young, new shade in lipstick, too.

You'll love Patriot Red . . . for it's a deeper, richer red and yet so *alive*—brilliant as the stripes of our flag—exciting as the music of a military band! Wear Patriot Red "in defense of glamour". . . for this thrilling shade comes in the Louis Philippe *special type* Lipstick—color-blended in a *special* way so that, even in glaring sunshine, its shades won't turn cold and hard. Gives your lips a *lasting* glamour, too . . . for it stays on for hours without smear or smudge. In fact, wear Patriot Red and you can *forget* your lips—*others won't* for that young, warm, pulsating color will be too utterly bewitching!

Louis Philippe

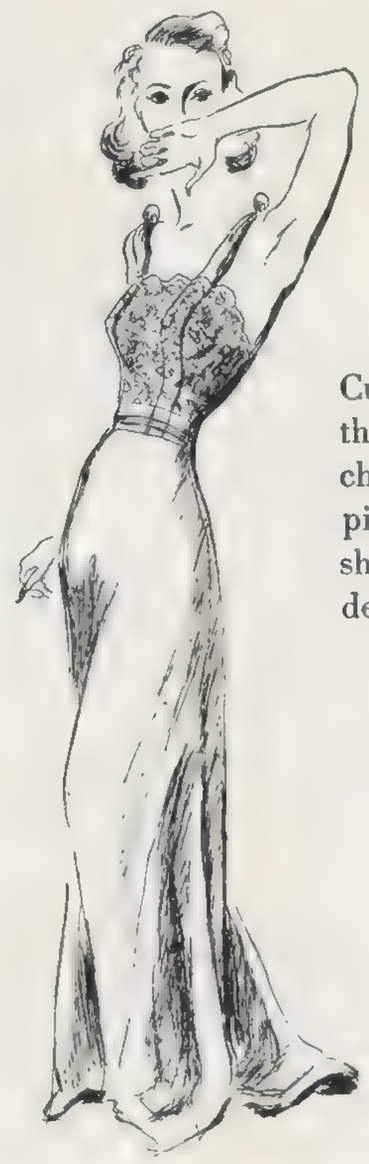
For extra glamour with your Patriot Red Lipstick, get Angelus Rouge Incarnat or Louis Philippe Compact Rouge and Face Powder—just ask for Louis Philippe Patriot Red Make-Up!

TROUSSEAU LUXURIES



(Continued from page 122)

Two destined to go together—panties practically all of Alençon lace, on a mere strip of white silk satin. The slip to match is also of white silk satin, lavishly trimmed with Alençon lace.



Cut like an evening gown—the Alençon lace on a silk chiffon bodice with a pale pink silk satin skirt. The shoulder ribbons fasten under the bodice to the skirt.

Pale blue silk chiffon nightgown, its low round neckline edged with ruffles of lace, embroidered with a flower. Two fine tucks mark the very slender waist-line.

When you make your Sterling investment, be satisfied with nothing less than the ample weight, the deep-cut, masterly design and mellow finish you get in Watson Sterling. Your jeweler will show you your favorite Watson pattern, and point out the superiorities of craftsmanship that will make it a treasured possession during your lifetime. For full-size photos of four table-settings, and the interesting new book, "Sterling For Good Fortune," send 10¢ to The Watson Company, 12100 Watson Park, Attleboro, Mass.

Watson Sterling

TRADE MARK

possession

LE BAISER, "THE KISS"
by AUGUSTE RODIN

POSSESSION
DE
CORDAY
PARIS

A masterpiece in parfum by Corday
... inspired by Rodin's masterpiece
in marble. Also in Eau de Toilette.

les parfums de
CORDAY
Paris

"STERLING ADVICE

ON page 79, you saw designs falling within the total price of Vogue's Bridal Silver Assortment. Here are a few more.

• The top pattern on the left is International's "Enchantress" design—an effective combination of the traditional and modern.
• On the right, the top pattern is also from International—"Prelude," delicately carved in a flower motif. Simply designed, it would be at home in either a modern or traditional setting.

• Second on the left is Lunt's "William and Mary" pattern, inspired by the decorative style of the William and Mary period in England. Its design is comprised of the half-circle and cyma curves so frequently used in decoration during that time.
• The second pattern, right, is also from Lunt and is one of their best-known traditional patterns in sterling. It is called "English Shell" and is a gracefully carved pattern with a classic feeling in its restrained design, which is English Georgian in period.

• The third pattern down on the left is Towle's "Candlelight," with a design reminiscent of Renaissance decoration. The raised centre panel emphasizes the delicate detail of the carving. This is a stylized flower design that is especially bridal.
• The third pattern down on the right is Towle's "Cascade" for the bride who prefers her silver in a more modern design. Although it is modern in feeling, it is also classic in its simplicity of line, with naturally curving motifs outlining the centre panel.

• The last pattern down, left, is Gorham's "English Gadroon"—a traditional pattern that is inspired by the Georgian period. Perfectly balanced, its gadrooned edge will harmonize with any traditional silver that you may happen to possess.
• On the right, the last pattern down is Gorham's "Nocturne"—a gracefully designed pattern, with simple lines in a rhythmical and balanced design. While fundamentally more modern than traditional, it would also blend well with any traditional table-setting.

TO BRIDES"

NYHOLM

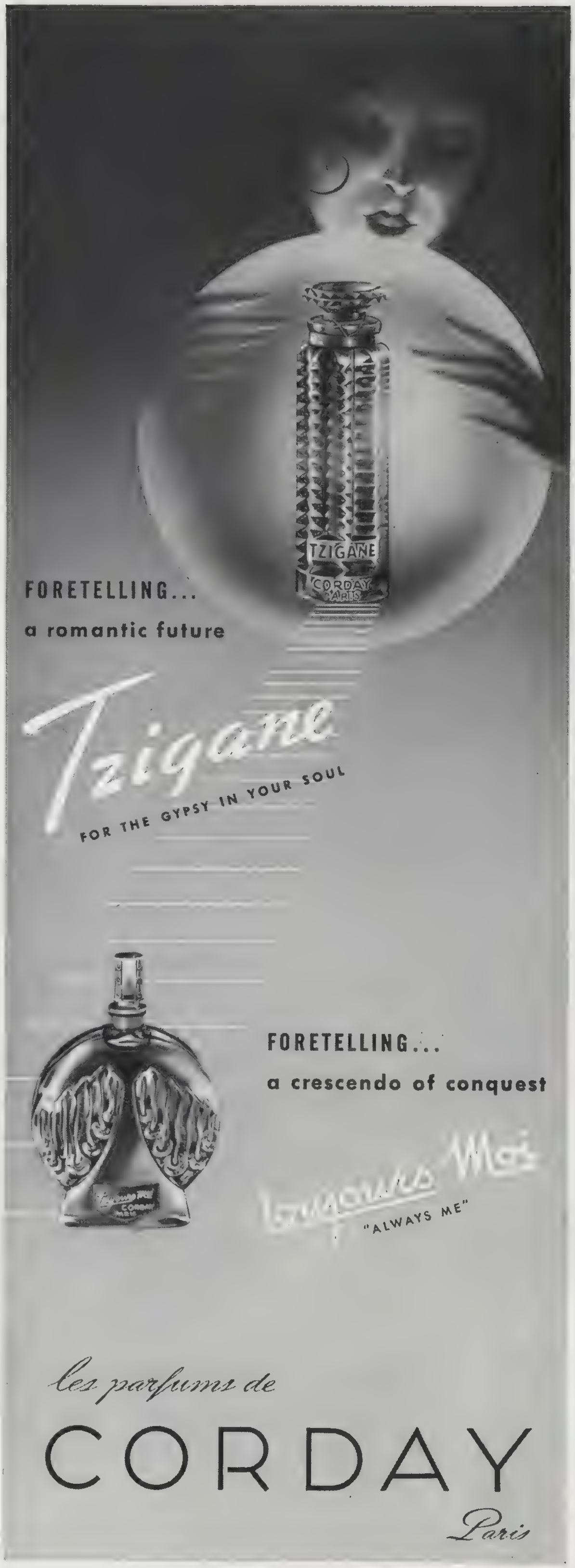
On this page are eight additional patterns from which the bride might choose Vogue's Suggested Sterling Silver Assortment.

• First at the left, top, is Reed and Barton's "Cotillion" pattern, which dates back to the Colonial days preceding the Revolution.
• First at the right is another Reed and Barton pattern. It is called "Pointed Antique," and is derived from a pattern designed by Paul Revere. Its simplicity and purity of line make it dateless.

• The second pattern at the left is Alvin's "Chapel Bells"—a new design that is modern in feeling. One of its outstanding characteristics is the newly-proportioned knife. The slightly longer handle is slender, and graceful in line, as well as practical.
• The second pattern down, right, is also from Alvin and is called "Chased Romantique." This pattern has a chased scroll-and-flower design reminiscent of the Louis XV. period in decoration. Its panels are enhanced by the chased effects of the design.

• Watson's "John Alden" is the third pattern down on the left. One of the most popular of the Colonial designs in silver, it is as well-liked to-day as it was twenty-five years ago when it first appeared—a traditional pattern that never seems out of date.
• The third pattern down, right, is also from Watson and is called "Meadow Rose." It is a modern interpretation of an old motif in design reminiscent of the Queen, Margaret of Anjou, who lived during the period of the Wars of the Roses in England.

• The last pattern down, left, is Wallace's "Rose Point," with a lacy design and delicate openwork treatment. For those who like more elaborate designs in silver, this pattern would be a favourite choice. A modern version in silver of old rose-point lace.
• The last pattern down on the right is Wallace's "Georgian Colonial." This design takes its inspiration from the period of the Second Great Colonial Era when the Italian influence of the Renaissance spread through France into England and the Colonies.



Women welcome this exciting new nicety introduced by Marlboro. Smarter, cleaner smoking is yours with the pert red Beauty Tip. Enjoy superb Marlboros! No extra cost for this extra luxury.

Now Only 20¢

MARLBORO

America's Luxury Cigarette

YOU CAN STILL OBTAIN FAMOUS IVORY TIPS — ALSO PLAIN ENDS

TROUSSEAU STITCHES

Designs for Dressmaking

8859

(Continued from pages 94 and 95)

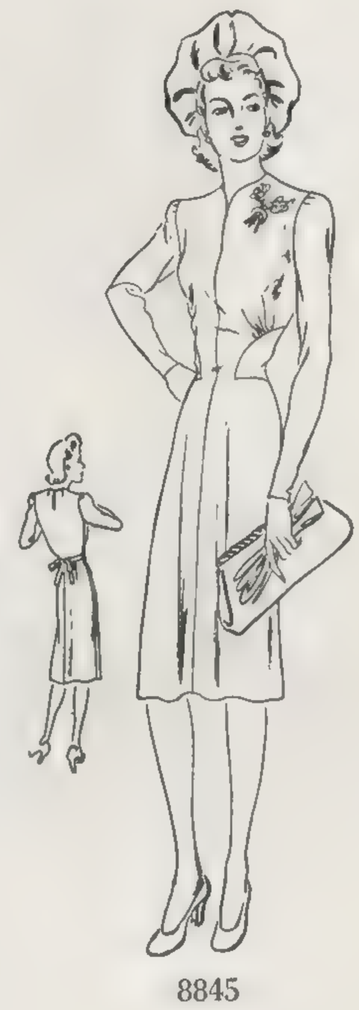
Key-piece of a trousseau—your coat. Have it furless or with mink. Have it, perhaps, of new cognac-brown wool. Design 8859; in 12 to 20 (30 to 38); 40 and 42

345

Coat-dress—especially nice these autumn days of soft wool. Bright green or pale blue to go with brown. Couturier Design 345; in sizes 12 to 20 (30 to 38) and 40

S-4254

Afternoon alternative—the invaluable little crêpe dress. Cognac-brown or beige with your cognac-brown coat. No. S-4254; in sizes 12 to 20 (30 to 38); 40 and 42



8845

Again—the slim little wool dress—nice for town, nice for country. Try pale grey—grey goes with brown, now. No. 8845 "Easy-to-Make"; in 12 to 20 (30 to 38)

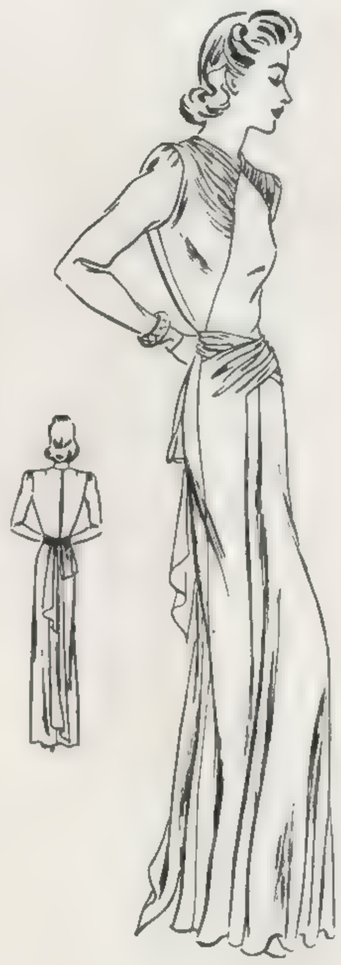
IN TIME

New trousseau dinner-dress: all slim, all covered up, slightly draped. Make a dramatic entrance in orange crêpe. No. S-4255; designed for sizes 12 to 20 (30 to 38)

S-4255

Princesse night-gown. Have it of cream or white satin; encrust it with beautiful fine lace. Design 8532; "Easy-to-Make." Designed for sizes 12 to 20 (30 to 38)

8532



Alternative dinner-dress—or a dress for the bride's mother, perhaps. Of velvet, in any colour you prefer. Couturier Design 350; in 12 to 20 (30 to 38) and 40

350

Dinner-at-home—in a slender, soft house-coat. One way to try it: of sapphire-blue velvet. Or frosty white velvet, for a really bridal look. No. 8806; in sizes 12 to 20 (30 to 38); 40 and 42

8806

"Definitely Doggy"

Our New Scottie-Bound Braemar Cardigan

BRAEMAR

We "put on the dog" for fair this fall and created the Scottie-bound Shetland. It's the conversation piece of the season—Braemar's classic cardigan, frivolously ribboned with pair after pair of eye-taking little terriers. In melting shades that only these Scotch colorists achieve—soft Shepherdess blue, maize, red and natural—all with matching ribbon and with decor in black and white, $14.00.

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STERLING SILVER
by the
ALVIN
SILVERSMITHS
To Grace Your Table Beautifully, Correctly for Every Occasion

WHAT TO LOOK FOR WHEN YOU BUY STERLING...

Really fine sterling (*solid silver*) . . . is designed to merit the tradition of Heirloom Silver. It is judged by its clarity of design, delicate balance . . . substantial weight and perfection of finish. Ask your jeweler to show you the Alvin Sterling Patterns . . . and judge for yourself their excellent qualities.

FREE We will be pleased to send complete descriptive price lists of our patterns. Check those desired and mail with name and address.

☐ CHASED ROMANTIQUE ☐ BRIDAL BOUQUET
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THE ALVIN SILVERSMITHS
Makers of Exclusive Silver Designs for Fifty Years
PROVIDENCE • RHODE ISLAND

TURNS WITH A GOURMET

By Bertina Foltz

VOGUE STUDIOS

This "Buttery" cabinet holds the new series of Cresca's Early American Savories, foods based on traditional American recipes. Look for them in shops in the larger cities; Macy's in New York

IF ever a medal were awarded for promoting American Foods, we think it should go to the Cresca Company. In their series of Early American Savories, they have gone to no end of effort to keep the contents and the containers (which are both decorative and useful in themselves) completely in the American tradition.

Of course, when you are judging something to eat, the proof lies in the eating, not in the research that has gone into it, and in this respect Early American Savories can stand up and wave their own flag. The series is high, wide, and handsome in its variety, and we touch only some of the high spots here.

One of our favourite items is the peaches. We are never very happy about the peaches we find in tins, but these taste just like those your grandmother used to keep in large Mason jars in the storeroom closet. A group of seafoods is put up in casseroles on which the Federal eagle makes a fitting motif, since most of these dishes are based on famous Southern recipes. The New Orleans Jambalaya is a delicious mêlée of rice, oysters, shrimps, and seasoning, and the Red Snapper Bouillon, another New Orleans number, is a clear soup with a skilful blend of spices with the fish.

The Vinegar Chest includes an assortment of four wine vinegars, and there is a collection of herbs and spices put up in grey pottery spice cups fitted neatly into a tray that is a copy of an old spoon-box. Mint Sauce, Raisin Sauce, and Mustard Relish Sauce appear in "batter jugs." There is a variety of honeys, a whole preserve shelf full of jellies, conserves, and such.

The Cresca Early American Savories are just now being introduced in larger shops throughout the country—shops which have specialty food departments. You will see them displayed in the effective cabinet that appears in the photograph above. If they haven't appeared in your city, you can write to the Cresca Company at 111 Eighth Avenue in New York, and they will tell you the nearest store from which to order the "savories."

A RESIDENTIAL HOTEL OF RARE CHARM

Good Living
...GRACED WITH SERENITY

Here's life at its finest, graced with the serenity of living in an atmosphere of quiet charm at a fine address. 2 to 4-room spacious suites, beautifully decorated, many with wood-burning fireplaces, serving pantries, large closets and complete hotel service. Furnished or unfurnished.

Edward L. Buckley, Manager

The BEEKMAN
Park Avenue at 63rd Street
NEW YORK

LET THE SPA
Ease your Tension

Come away from worry, and the run-down feeling that follows a too-strenuous summer. Bathe away your weariness in the bubbling effervescence of the Spa baths. Rejoice your soul in the tranquility of the scene, the flaming beauty of early autumn in these foothills of the Adirondacks. Pine-spiced air, the finest of food and service you'll ever remember... Fall rates on request.

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SARATOGA SPRINGS, NEW YORK
Privately Operated—E.C Sweeny, Lessee

AT SARATOGA SPA
NEW YORK STATE OWNED AND OPERATED

For Booklet on Cures in Wide Variety, write Saratoga Spa, 602 Saratoga Springs, N. Y.

TURNS WITH A GOURMET

Facts about foods always fascinate us, and when we heard that the Buitoni Spaghetti Company was the first manufacturer of spaghetti in Italy, and in the world for that matter, we thought here is some one who should really know a thing or two about making spaghetti. We were right about that, as we found, and as lots of other people did, when they ate the spaghetti at the Spaghetti Bar the Buitoni people maintained at the World's Fair. As a matter of fact, if you go for a final visit to the Fair before it closes, you will still doubtless be able to sample some for yourself.

Buitoni Spaghetti is put up in two ways, one in a box with detailed instructions for cooking it perfectly. The other version is in a tin with meat sauce, but the meat sauce is kept separate until just before serving. It sounds awfully funny when you read the directions, because you have to pull strings and things, but it works like a charm, and the result is the same as though you had mixed the spaghetti with freshly-made sauce, quite different from the ordinary canned variety. What actually happens is that after the tin is in boiling water for a given length of time, you take the tin out of the water and pull the two strings that hang from the top, and the spaghetti emerges by itself, leaving a small tin of the sauce, which is then opened and the contents stirred into the spaghetti. Fun to do, too.

We hesitate to venture any opinion contrary to that of some one who has been making spaghetti for well over a hundred years, but we, personally, found that the spaghetti was more tender when it was cooked for a little longer than the directions indicated. But we can always be wrong. You will find Buitoni's Spaghetti at *La Bottega Italiana,* an Italian specialty store in the Italian building at Rockefeller Center, which is well worth exploring.

Beauty Editors Recommend

HARPER'S BAZAAR,— "First, last and always, don't forget soap and water to keep your pores free and unclogged. Grace Donohue has a special soap that lathers instantly and contains 15% colloidal sulphur, a recognized disinfectant and healing agent. It works wonders with blackheads . . . A brush, just forceful enough, comes with it."

MADEMOISELLE,— "First there is a real scrubbing with a colloidal sulphur cleanser via a little brush. This cleanser's action on any skin, dry or oily, is in direct ratio with the waste product the skin itself throws off. You are left clean, glowing with the smug knowledge that all impurities have been carried away."

Grace Donohue

creator of famous **Blush Cream and Night Cream**
is first to offer as a cosmetic

15% Colloidal Sulphur Cleanser

with COMPLEXION BRUSH—1.25

Sold separately—75c each

Amazing water-soluble solidified cream in cake form, highly recommended for blackheads, whiteheads, oily or dry skin. For best results apply with COMPLEXION BRUSH.

If unable to purchase at department or drug stores in your vicinity, order direct.

GRACE DONOHUE Inc.
640 Madison Ave. (Dept. Y-9), New York, N. Y.

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Your BELT for OCTOBER

Brilliant theme for a new Fall frock—waist-spanner of satiny soft suede . . . its buckle veined with glinting gold. In all smart costume colors. *$1.50, slightly higher in Canada.* • Klondike is only one of the new Gold Rush series by Criterion . . . see them all—at leading stores everywhere.

SLOTE & KLEIN, INC. • NEW YORK

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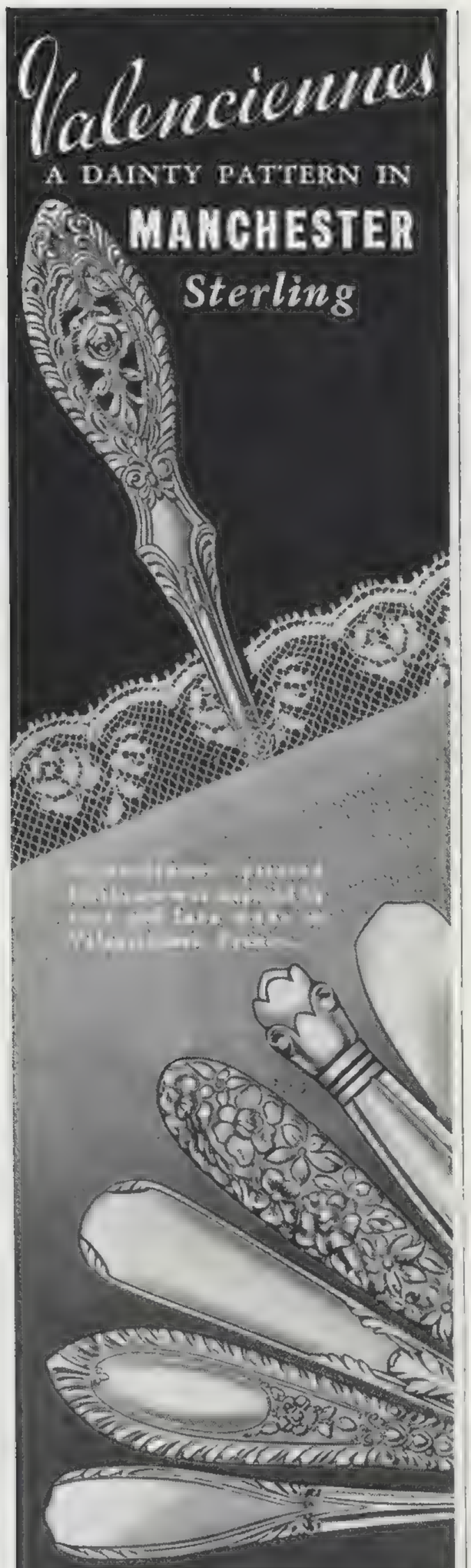

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by Manchester craftsmen offers you a choice of twenty-two tasteful patterns with matching hollow ware. *26 piece service for 6— $56.75; 34 piece service for 8—$74.25.* All patterns available up to 175 pieces. Select *your* favorite design at your dealer's. Write for illustrations and prices of all patterns.

Slightly higher price.

Manchester STERLING Guaranteed AS ADVERTISED IN GOOD HOUSEKEEPING

MANCHESTER SILVER COMPANY
PROVIDENCE RHODE ISLAND

LISBON FIDDLES . . .

(Continued from page 82) deadly strong, although any Portuguese will tell you that the grapes are crushed before the sugar content is high enough to produce much alcohol.

At two a.m. the orchestra tires, and the crowd somehow all crushes into the Wonder Bar where Jimmy Campbell or Laszlo Muller hammers the piano until seven a.m., and you hear pieces like "Margie" and "Harvest Moon" that have always reminded you of something, but that will mean Lisbon from now on.

The clatter of tongues exceeds anything that was ever heard at Cannes, but above all rises French, which every one but a few Americans speaks. Raggedy beggars wander among the *cabañas* droning the *Fados*, the old Portuguese tunes with topical words such as: "My grandfather's dead, my grandmother's dead, my father's dead, my mother's dead, the bomber has gone."

The *Fados* are not cheerful. As an antidote, the loud-speaker atop the terrace restaurant fights on without end over the latest dance records. The rich Portuguese come with the most elaborate picnic-baskets, such as we used twenty years ago, and, with this bait, steal away the prettiest refugee girls. The sea is crawling with pedal boats, and a few refugee yachts are at anchor.

No one dares talk politics without first taking a census of near-by nationalities, and then there are the bitterest disputes which die away as mysteriously as a dog-fight that never began.

Half the population seems to be trying to sell a Rolls-Royce, which does not pack well on a Clipper. A few refugees have made the flight with a chauffeur who will never get a visa.

When there's a sailing, every one's astir trying to find a room with a bath before the new refugees from the backwoods of Portugal are let in. Getting to Lisbon from the border is like a game of Parchesi. You move forward by jumps as the vacancies open, and it doesn't matter who you are. A nice little final touch of democracy makes celebrities and nonentities alike in this respect as the totalitarian wave rolls on.

At the Consulates, there are scenes, as women wearing all their jewels, not knowing what else to do with them, fly into passions at being denied visas after warming a hardwood bench for days. Pull is tried in every direction, but trying to guess who will get permission to reach America is like trying to guess who will win the fourth. The favourites are often also-rans. This is not good for pampered dispositions.

Besides going to the Consulates, lunching, and dining, and making an occasional expedition to Estoril, there is always the Exposition with its charming examples of Portuguese handicraft, and there are the historic towns, castles, and beautiful countrysides to visit.

There is the short-wave radio to listen to, and the funny little Portuguese papers to decipher. There is some very little shopping to do, and there is always much time to wonder what next. In fact, there is almost too much time...even for people who are adept at wasting it.

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

345	$2.00	S-4255	$1.00	8846	$.50
350	2.00	S-4258	1.00	8847	.50
351	2.00	S-4260	1.00	8856	.75
352	2.00	8532	.40	8857	.75
S-4250	1.00	8806	.50	8858	.60
S-4254	1.00	8828	.60	8859	.75
		8845	.50		

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Successful young women find The Barbizon Mode of Living most advantageous. A socially correct address and environment. Cultural advantages are daily recitals and lectures, library, art studios and gallery, music studios with Steinway grands. Playtime advantages include a swimming pool, terraces, squash courts, sun deck. 700 rooms, each with a radio.

Tariff from **$2.50** daily, **$12** weekly
Write for descriptive booklet "V"

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Sweet Enchantress

You will trust your precious charm only to a true, long-lasting perspiration check

The successful charmer knows instinctively that all her beguiling, enchanting wiles must be founded on exquisite personal daintiness!

To be above reproach, you will trust your sweetness only to the surest underarm protection. One that will not wash off in a bath or fail you in a warm room or after exercise or when you are excited.

That is why fastidious and refined women the world over are devoted to Liquid Odorono. Even though you may suffer from acute perspiration, Liquid Odorono is *surer*. Its effectiveness will last for as long as five days!

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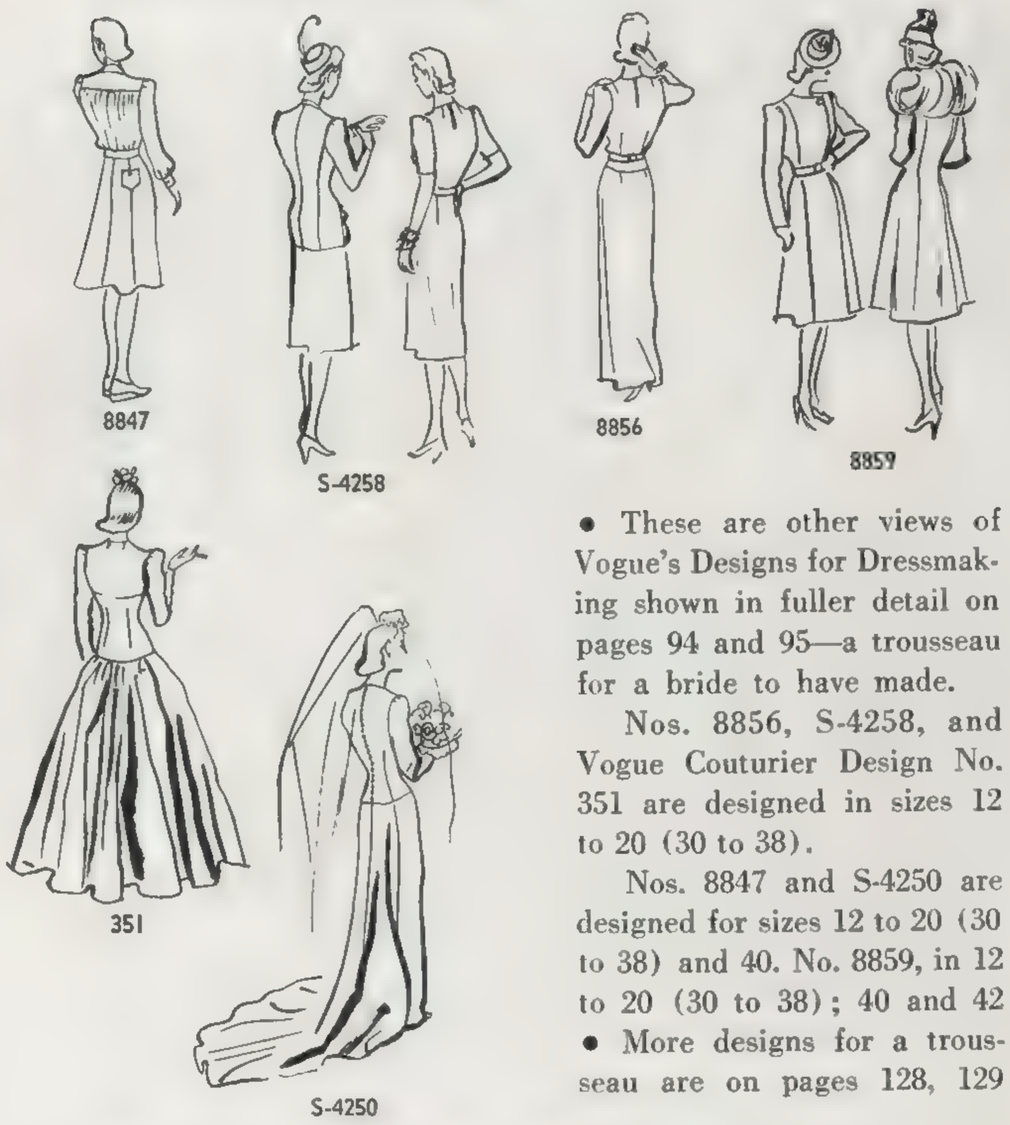
Liquid Odorono is a doctor's prescription that scientifically controls dampness, odor and staining. It gives you delightful, fastidious protection. Day-in, day-out daintiness is so much simpler, so much surer, with this really long-lasting perspiration check!

Liquid Odorono is mildly antiseptic—comes in two strengths, Regular and Instant. Also in Ice form. Many use it for excessive perspiration of the hands, feet and forehead, as well as the underarm. Get a bottle today! Be exquisitely dainty and adorable from morning to night! The Odorono Co., Inc., New York, N. Y.

DESIGNS FOR DRESSMAKING



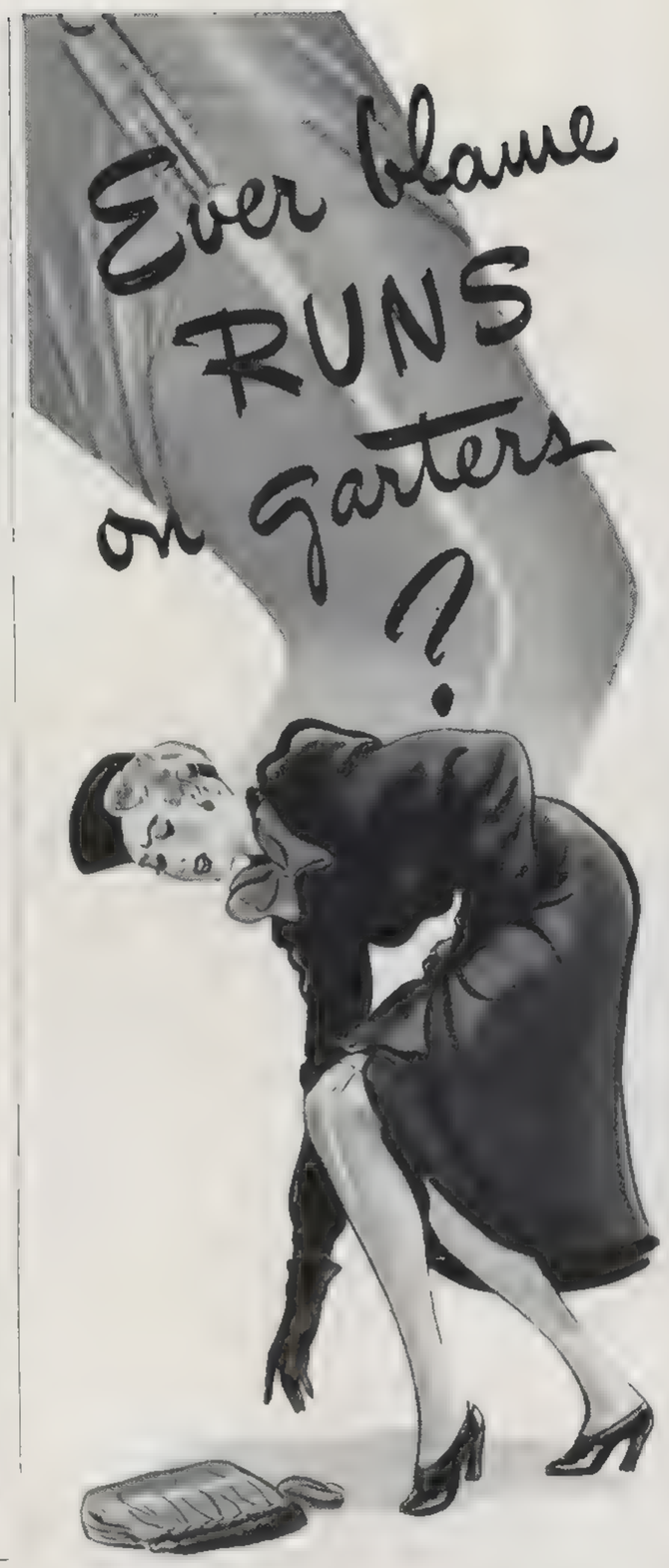
• These are other views of Vogue's Designs for Dressmaking shown in fuller detail on pages 94 and 95—a trousseau for a bride to have made.

Nos. 8856, S-4258, and Vogue Couturier Design No. 351 are designed in sizes 12 to 20 (30 to 38).

Nos. 8847 and S-4250 are designed for sizes 12 to 20 (30 to 38) and 40. No. 8859, in 12 to 20 (30 to 38); 40 and 42

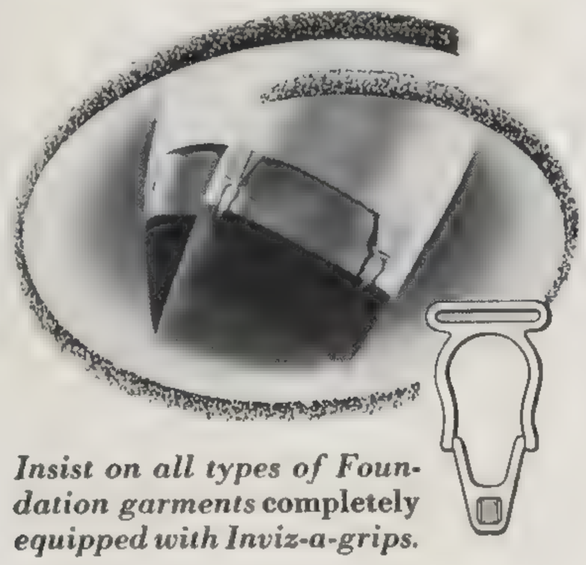
• More designs for a trousseau are on pages 128, 129

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 132.



INVIZ-A-GRIPS SAVE ON HOSIERY BILLS

Pop-zip...that crawling sensation and you've got another run! But most garter runs can be prevented with Inviz-a-grips because they distribute strain evenly around welt of stocking, not directly over the knee. Inviz-a-grips are flat, thin-as-a-dime...no ugly, uncomfortable bumps. And without twisting or bending over, you can fasten side and back Inviz-a-grips using just *one hand.* This means hosiery seams will stay straight. Ask for these up-to-date garters!



Insist on all types of Foundation garments **completely** *equipped with Inviz-a-grips.*

INVIZ-A-GRIP

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LIKE glass made soft and stretchable by some magic touch, the miracle of Vinylite brings a new moulding, caressing support to Foot Delight shoes. Its opaque beauty creates a slim, low-vamped illusion in a high-riding shoe. Concealed is the magic Foot Delight cushion, *secret of lively feet that never tire.* Bancroft Walker Co., Waltham, Mass.

Foot Delight SHOES

CONVERSATION ABOUT DECORATION

(Continued from page 58) Southampton, in this lilac chintz. The entire room was pale grey—walls, ceiling, and carpet. The grey curtains had valances with stiff bunches of lilacs printed on pale grey sateen. The headboard of the bed was lilac-printed; the quilted bedspread was in plain grey. A tall screen was covered with the flowered chintz, and the chairs with plain grey sateen.

Mrs. George Bostwick, in her Westbury house, has a huge double bed covered with quilted Bowood chintz, that delightful old chintz with bunches of red roses that was originally used in Bowood Park, Lord Lansdowne's country house. Mrs. Alfred Vanderbilt has used the Bowood chintz in her Maryland library, which is paneled entirely in emerald-green leather. All the furniture has slip-covers of this chintz, and the tall windows have ruffle-edged curtains of it. The Bowood carpet, made to go with the chintz, is in the Vanderbilt breakfast-room.

Another lover of the rose is Madame Montaudouin, who, since her arrival in this country, has been working with the Associated Decorators. She is doing a room for herself with hangings of white voile printed with huge white roses. Old pine furniture is used in the room, and a few pieces of Hungarian painted furniture. The bed is covered with a rough white modern silk; the rug is pale pink, and the walls are covered with an old-fashioned wall-paper flowered with pink roses.

GLAMOUR IN THE OFFICE

Mrs. Thomas Kelly, also of Associated Decorators, has just done a small office entirely in one shade—the faintest possible grey-green. The walls, carpet, and upholstery are all in this delicate colour, and the rather large kneehole desk is covered with pale green leather sprigged with tiny gold roses. A small niche on one side of the room holds a small sofa covered with quilted chintz; above it hangs an old bird-cage of painted iron, strung with Saxe flowers, which is used as a lantern. This niche is a practical idea, as it is formed by the two useful closets which flank it, and is just the depth of the sofa which fills it.

The most original beds I have seen lately were designed by Mrs. Devah Adams for her own house on Peconic Bay. This delightful little house is entirely modern as to exterior and equipment, but the furnishing is gay and fresh and full of design. In Mrs. Adams' own room, to save space, she has a pair of beds which have low chests of drawers used as headboards, the bed rails being fitted into the backs of the chests. The foot of the bed goes into a corner; the chest comes out into the room.

Both chests and beds are covered with cream-coloured linen, printed with snuff-brown zebra stripes. The handles on the chests, made by a man who specializes in fine luggage, are of natural-coloured cowhide, hand-stitched and mounted in brass. A tall brass lamp with a brass shade stands on each chest, furnishing ideal light for reading in bed, and there are sliding panels in the walls above the beds, which can be opened at night

Lavando Gloves

A smart accent or a subtle contrast—that's what your accessories must be this fall. For Gloves—wear LAVANDO—loveliest of them all. Gorgeous new colors bring you lightning-fast ease in completing your autumn ensemble. Washable with a soft, luxurious finish, perfectly fitting, non-smudge. A "must have" for sophisticates! Made in America by the makers of Gloves by Isabel. Priced from four dollars.

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TARTAN DRESS

Authentic Scottish Tartans in the Famous British Flannel.
36 inches wide at leading Dept. Stores everywhere or write:
William Hollins & Co., Inc. 450-7th Ave., New York, N. Y.

CONVERSATION ABOUT DECORATION

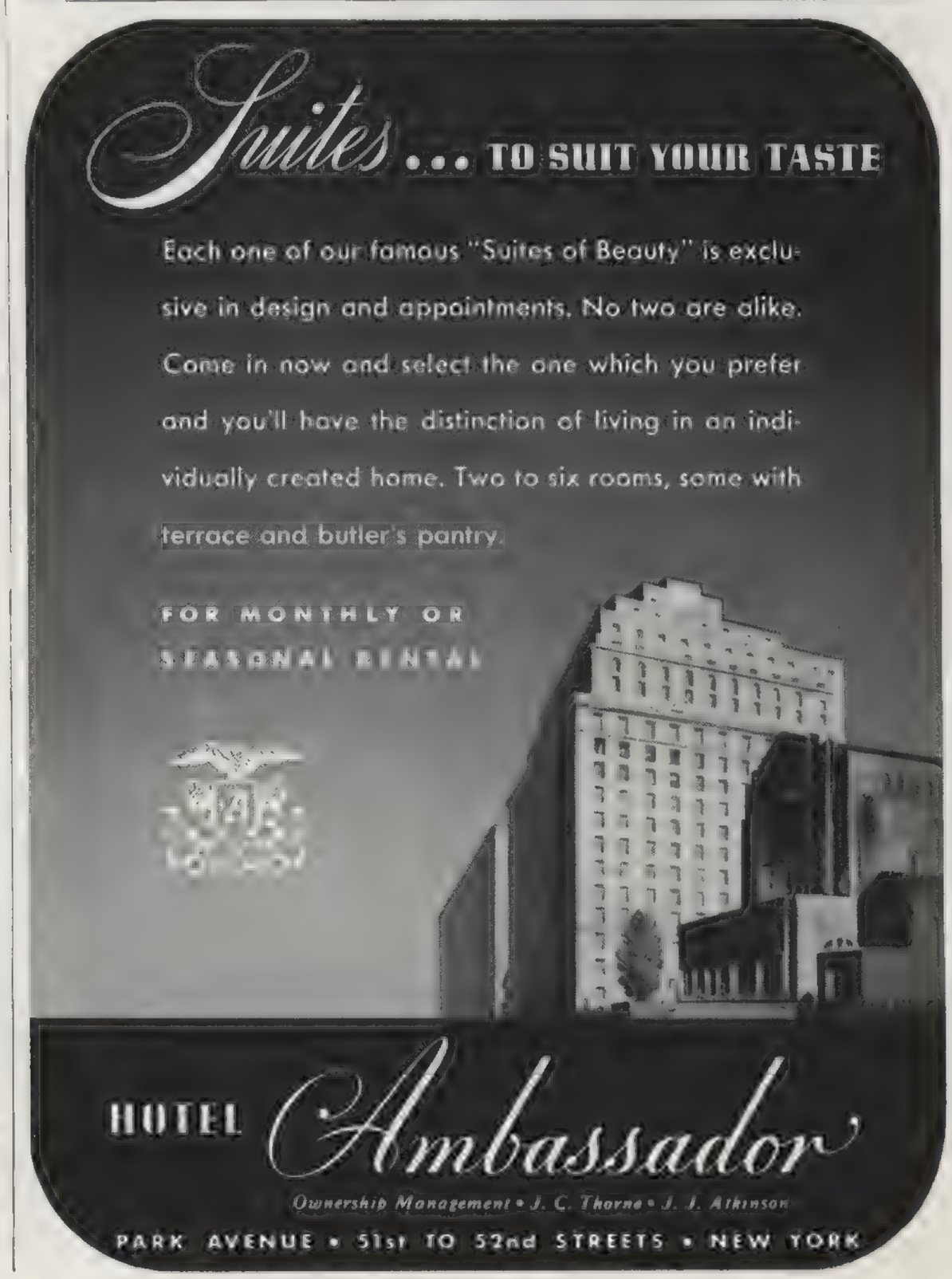
to give additional air. An amusing touch in this room is a modern painting set in the wall and covered with glass, an ornate frame being painted around it on the wall.

Miss Comyges, of McMillen, Inc., tells us of several interesting beds that she had made lately. A particularly beautiful bed is that of Mrs. Cornelius Rathborne, junior, at Westbury, Long Island. Mrs. Rathborne's bedroom is lofty, thanks to a Bermuda tray ceiling, and her bed is ten feet high. The entire bed—headboard, posts, and tester—is covered with white shantung silk, pasted onto the wooden frame; there are no fringes on the heavy white hangings. The bedspread is of white silk, embroidered with yellow roses and smaller flowers. The walls of the room are white, the curtains of white shantung, and the rug is the yellow of the roses.

For Mrs. Cameron Clark's room, in her Sutton Place apartment, Miss Comyges has made a bed of quilted ivory-coloured satin. The canopy is of the same satin, upheld by an old French carving in white and gold, and lined with dusty-pink chiffon.

A very interesting bed of a different type was made for Mr. Arthur Loew, of Glen Cove. Mr. Loew's bedroom is enormous —at least forty feet long; a twelve-foot break-front bookcase does not look out of scale against one wall. The very large bed has headboard, footboard, and rails covered with highly-waxed brown leather; the headboard is copied from a Queen Anne one, with its graceful convolutions. Mrs. Loew's bedroom is all pale blue and white—pale blue walls, white lacquer floor, white Aubusson carpet sprinkled with gay flowers, pale blue satin curtains. The bed is of pale blue satin, quilted, with (Continued on page 136)

These little gilt hands, with their own rhinestone bracelets, you first saw on the Vogue's-Eye View, page 49. Thumbs up for them on your winter lapel or your fur muff. About $4 a pair. Leo Glass made them. Saks-Fifth Avenue has them



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Vyella REGD. DRESS
The BRITISH FASHION FLANNEL
Colorfast to sun and suds. 36 or 54 inches wide.
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Fownes "Mellow-glacé"* Gloves

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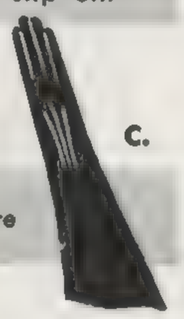
Prepare now for the Fall dress parade with Fownes' new gloves of "MELLOW-GLACÉ," the leather of pliable beauty and dependable character.

A. DOLLY MADISON
Soft shirring, graceful cuff.

B. BETSY ROSS
Dainty pointing, cuff smartly laced.

C. CLASSIC SLIP-ON
Four-button Mellow-Glacé slip-on.

All in black, white, navy, brown, wine, and red.



C.

$3 at better stores everywhere

*Née Sheepskin

FOWNES GLOVES

163 years of fine glove making
ONE PARK AVENUE, NEW YORK CITY

CONVERSATION ABOUT DECORATION

(Continued from page 135) an old Louis XVI. spread of white satin embroidered in pink and blue.

We have just made a bed for Mrs. Louis Bromfield, which is both personal and original. (The Bromfields are busily furnishing their new house in Ohio, Malabar Farm.) Mrs. Bromfield's bedroom has an old-fashioned pale grey wall-paper, with large yellow moss-roses. There is an old French mantelpiece of pink marble, and a mixture of furniture brought from their house in Senlis, France. The headboard of the bed is a grey-painted wooden panel, outlined with a rather large scallop. From each scallop depend swags of multicoloured painted ribbons, and in the ovals thus formed are painted the titles of a number of Mr. Bromfield's novels. In the exact centre of the headboard, a beribboned and beflowered oval contains the title "A Good Woman."

FOUR-POSTERS

Mrs. Hopkins Ford, in her St. Regis apartment, has a beautiful four-poster bed, with posts of heavy glass topped with glass plumes. The bed is curtained on four sides. The exterior curtains are of lemon-yellow voile, lined with pale pink chiffon; the bedspread is in the same pink. This bed has an interesting lighting arrangement, concealed by a mirror band which runs the full length of the tester on the interior of the bed.

Mrs. Joseph B. Platt has a very handsome tester bed, very lofty, the four tall posts squared and tapering, the entire bed covered with dark green satin. Mrs. John King Reckford's bed, in her Long Island house, is made of pale blue cotton velvet, with an elaborately-carved headboard and a high canopy upheld by a black cherub with most of the gilt gone from his pine wings.

Monsieur Chaillou, of Jansen, is responsible for many of the most beautiful beds in this country, as well as in France. He uses beautiful old French beds with suitable hangings and coverings done in exquisite French detail; or large, upholstered beds covered completely with quilted, corded, or embroidered designs. He goes to old documents for all his detail.

The modern dictum might well be, By their beds ye shall know them!... For instance—I'd like to do a sea-green bed embroidered with sea-shells and seaweed for Mrs. Peter H. B. Frelinghuysen, because she is an expert on conchology.... I'd like to do a moonstone-coloured bed embroidered with butterflies for Mrs. Mercer Walker, because of her enchanting butterfly collection.... For Edna Woolman Chase, I'd paint a bed with little drawings of costumes, with V's for polka-dot regularity.... For Mrs. Harrison Williams I'd do a bed of mother-of-pearl, with a pearl-coloured bedspread.... For Mrs. Brock Pemberton, I'd do a bed of firecracker-red flannel.... For Mrs. Chester Burden, a dusty-pink bed embroidered with bars of her favourite music.... I could go on planning beds for ever! and among them, I'd plan one of iron and steel, with its mattress stuffed with thorns, for You Know Who!

VOGUE'S 6th PRIX de PARIS

CONTEST RULES

1. Each entrant must be a member of the graduating class of 1941 in a United States college or university which grants a recognized A.B. or B.S. degree.

2. Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 20th. It is not necessary to be a subscriber to Vogue to enter the contest.

3. The contest will consist of two parts: first, a series of 4 quizzes to be answered by all entrants; second, a thesis which only those entrants who receive passing marks on the 4 quizzes are eligible to submit.

4. Each quiz will consist of 8 questions from which the entrant may select 4 to answer. Of these 8 questions, 4 will be based on fashion features, and 4 on non-fashion, or Vanity Fair, features, such as music, art, literature, theatre, etc.

5. The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st issue of Vogue. The succeeding quizzes will appear in the issues of December 1, January 1 and March 1. Save your copies of Vogue until the end of the contest; you may need them for reference.

6. Papers will be graded on these points:

(a) Clear and vivid writing
(b) Originality of ideas
(c) Fashion knowledge derived from a study of Vogue
(d) General information

7. Answers to each test must be mailed on or before the 20th of the month in which the test appears. Papers received with insufficient postage will not be accepted.

8. Entrants will be required to send answers to all 4 quizzes. Only those who receive passing marks in the quizzes will be eligible to submit a thesis in competition for the major prizes and the Honourable Mentions. Entrants will be notified on or before April 1st if they are eligible to submit a thesis.

9. Subjects for the theses will be announced in the March 15 and April 1 issues. Theses must not exceed 1500 words and must be mailed not later than April 20th.

10. All test papers and theses must be typewritten in double space on one side of the page. The name and college of the contestant must appear on every page. Papers will not be returned at the end of the contest.

11. The judges of the contest will be the Editors of Vogue. Their decision will be final.

12. The winners of the Prix de Paris will be announced on or about June 1, 1941.

Vogue's Prix de Paris, 420 LEXINGTON AVE., NEW YORK, N. Y.

Please enroll my name as an entrant in Vogue's Sixth Prix de Paris.

NAME _____
(Please type or print clearly)

COLLEGE _____

COLLEGE ADDRESS _____

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V-10-1-40

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Contents of bottle, when properly used, will give three complete, separate face peels.

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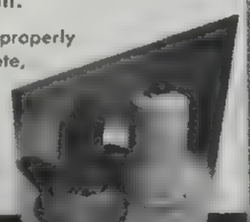

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BY remembering one . . . she's *helping* thousands! Because her gift is decorated with a *Christmas Seal!* Your purchases of Christmas Seals will enable your Local Tuberculosis Association to continue its year-round campaign. Since 1907, this campaign has helped to reduce the death rate from Tuberculosis by 75%! But the fight is not yet won. Tuberculosis still takes an annual toll of 64,000 lives!

So from now 'til Christmas, mail no letter—send no package—unless it is decorated with the Christmas symbol that saves lives.

BUY CHRISTMAS SEALS
The National, State and Local Tuberculosis Associations in the United States

SCHIAPARELLI'S WARDROBE

(Continued from page 67)

• Right, first: A sports dress of purple-and-green striped wool jersey, the unpressed box-pleats adjusted by a belt. Schiaparelli's new stocking-cap in plain and striped jersey

• Second: Navy-blue rayon crêpe suit, jacket lined with yellow-and-pink-striped wool jersey. There is a stocking-cap to match

• Left: Black wool suit with stone marten shawl collar and cuffs. Notice the wrap-around skirt. The amusing felt sailor has a stone marten brim

• Far left: Schiaparelli's fitted black wool afternoon coat has a new wide cape-collar and flaring mink cuffs. Notice the wrap-around skirt, the mink hat

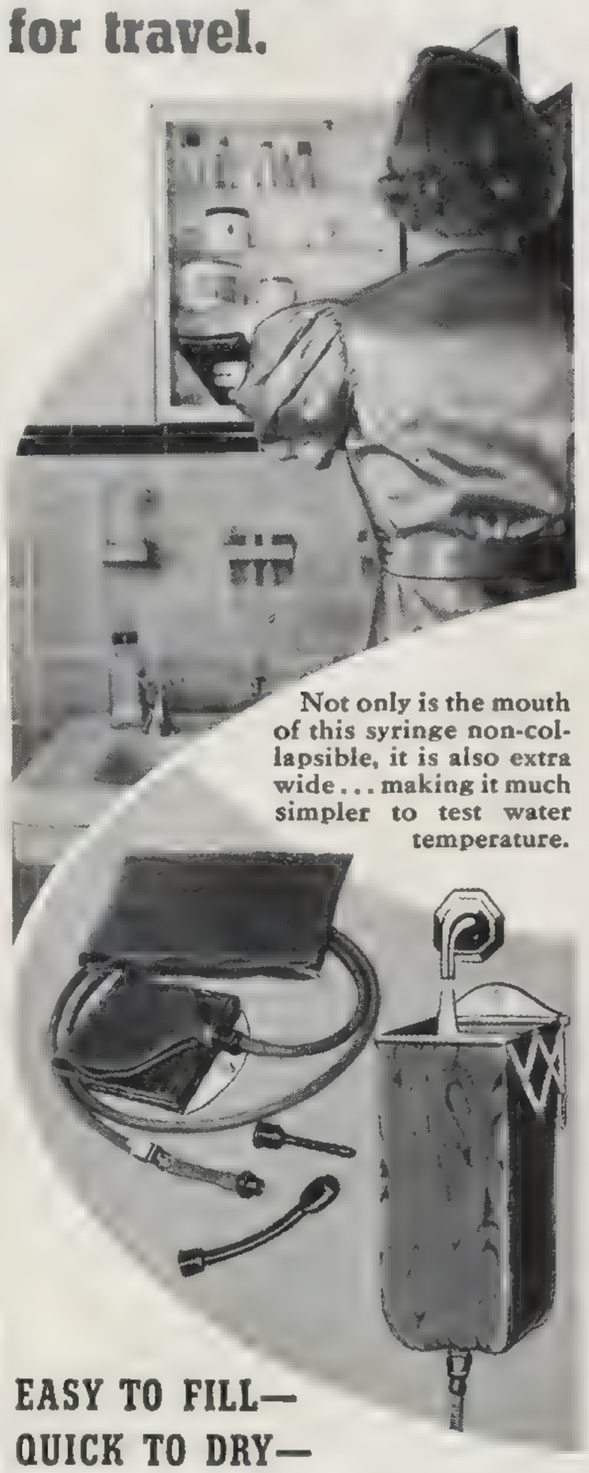
• First: Sloping shoulders spell new Schiaparelli chic. This red wool coat is shirred from a deep yoke. Roll brim hat of black beaver

• Second: Another sloping-shoulder coat is of blue broadcloth with Persian lamb yoke; Persian lamb on gloves

• Third: Black crêpe dress for the blue coat

• All clothes at Bonwit Teller

COMPACTO, the unique French-type Syringe, folds ingeniously into a small rubberized case—equally handy for your bathroom or for travel.



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SCHIAPARELLI'S WARDROBE

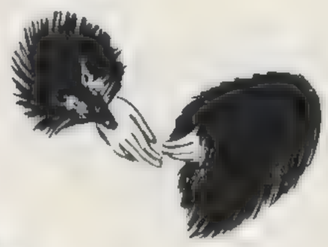
(Continued from page 67)

• Left: For gala evenings, black crêpe draped up in front, the shirred bodice held by wide straps

• Pyjamas for lounging after a lecture; black wool pants, pink wool jacket, bead-embroidered velvet collar. It may also be had with a black skirt

• Right: Schiaparelli is famous for her dinner-suits, such as this black crêpe one, its pockets outlined with bead-embroidered pansies. With it, a black fox busby; gloves with black fox cuffs that come together to form a muff.

• Bolero dinner-costume of royal-blue crêpe, intricately shirred at the waist



• Far left: Alaska Sealskin, Matara-brown, is the basis for a travelling-coat with a shirred back. The hat is of brown suède

• Madame Schiaparelli's wardrobe always includes a Persian lamb coat. This mandarin type swings loosely to the finger-tips

• Clothes at Bonwit Teller

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VOGUE'S

Advance Merchandise Portfolio, October 15

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Three for Promotion

BRIDAL PATHS

Twenty-five per cent of the year's weddings are going to occur during the next three months, June notwithstanding. (That's a pre-conscription figure we're quoting.) So clear the aisle for a bell-ringing winter-bride promotion. Vogue, as master of ceremonies, sets the pace.

About trousseaux: pages 52 to 55 show you a wardrobe for the Country Bride who will live in knock-aboutable tweeds and formal evening clothes, with not so many bridge-gappers. Pages 86 to 89 give you the urban Under-Twenty, and a trousseau that builds, penny-pinchingly, on one colour scheme. And pages 94 and 95 give you the bride who follows a pattern.

About housekeeping essentials: on pages 96 and 97 you'll find towels, bed linens, and table linens for those who Splurge, and those who Do Not Splurge. A window of these, divided in this way, would be telling—and selling. Silver, to have and to hold, also claims a thwacking big share of the promotional spotlight. (Pages 78-79.)

About decoration: Shophound went on the trail of some imaginative ideas for decoration. You might use your own ideas as backgrounds for the windows in which you display your trousseau. And in all of these departments, let "Vogue says" cards blaze the way for a style-heightened promotion of bridal equipment.

Vogue says: "Marry in a slim silk jersey dress."

GRACIOUS!

In the March 15th issue of Vogue you saw an older woman's wardrobe designed by the Grand Duchess Marie "For Women in the Public Eye". In this issue you see another wardrobe of "Gracious Clothes", designed to be flattering, but above all, to be smart. (Pages 84 and 85.) You'll see a coat with a good long line of fur, a hostess gown that's the acme of graciousness; a hat that walks the line between sobriety and giddiness; day and evening dresses that make the most of this season's penchant for drapery.

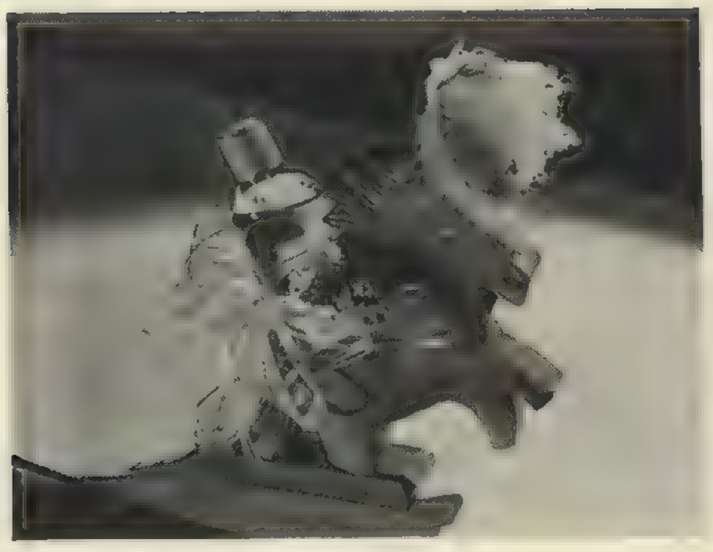
Select dresses that have these assets from your stock, and window-display them. Let "Vogue says" cards help you sell these clothes —not because they're age-shavers, or figure-shavers, but because they're *fashion*-conscious.

Vogue says: "Wear a slimming sheath with soft side-drapery."

FREQUENT SEQUINS

The woman who went to dinner last year applauded the evening clothes with the covered-up look. She liked their restraint, their simple sophistication. She liked them so much, that they have rolled themselves into a full-blown fashion, promising to steal the show again this year. But this year they've added something new: sequins. (Pages 70 and 71.) In a formal pattern, or in the form of one big splash of a flower, sequins add a glamourous glitter of splendour. A window backdrop spattered with sequins, reflecting shafts of light, should send your dinner clothes on their appointed round.

Vogue says: "Go to dinner with a touch of sequin glamour."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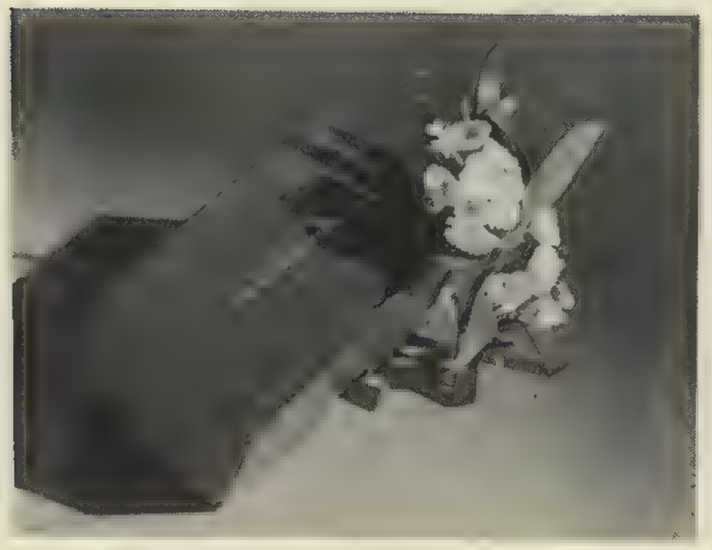
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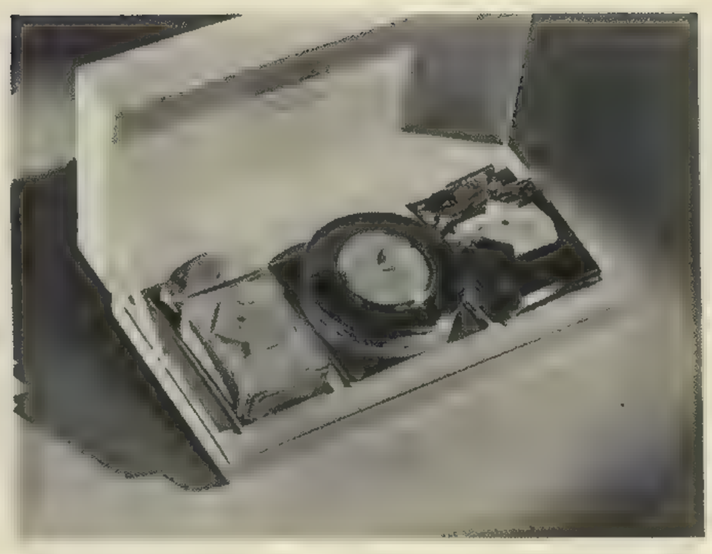
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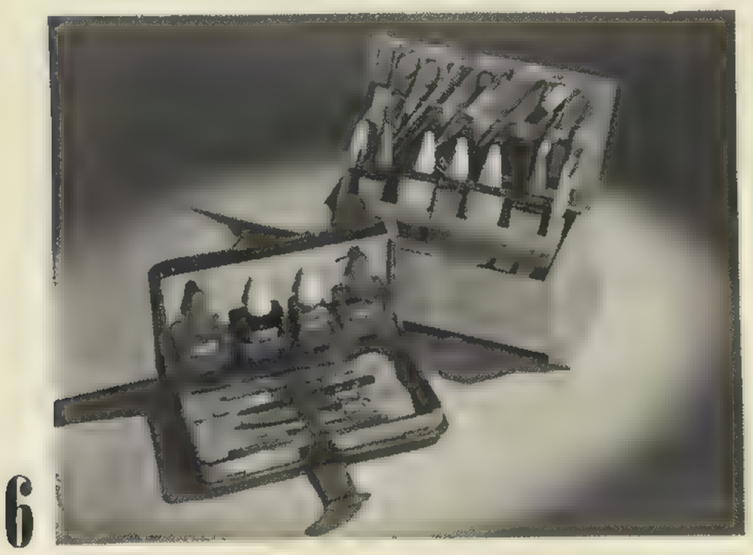
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Tied up for

1. An envelope-and-note-paper motif personalizes Wrisley's gift bath set. Powder, cologne, crystals in three fragrances—"Honeysuckle", "Sweet Clover", and fresh "Spring Lilac".

2. A delectable lapel gadget, the "Ski Boutonnière". Tiny skis, poles, and a sprig of flowers are attached to a one-dram bottle of Charbet perfume. In a captivating red box.

3. The winning gift horse! This cunning blue wooden pony flaunts a pink and blue feather and carries on its back Elizabeth Arden's "Blue Grass" flower mist (eau de cologne).

4. As flat and neat as a cigarette case is this make-up kit of brown or red baby calf. A gold-etched vanity, lipstick, and mascara slip easily into it. This is from Harriet Hubbard Ayer.

5. "Possession" perfume and cologne. A trio of scents, "Tzigane", "Possession", "L'Ardente Nuit", in a gold metal powder box. Flower ensemble: cologne, perfume, sachet. Corday.

6. Peggy Sage adds a new note to Christmas packaging with her "Musical Manicure" box that really plays. The real red leather "book" kit is designed for the college girl.

7. "Evening in Paris" fragrance sets in 1940 dress. (Open) Perfume, atomizer, cologne, talcum, compact. (Closed) Powder, rouge, lipstick, perfume, cologne, talcum. Bourjois.

8. A holiday wrapping of Elizabeth Arden's flower mist (cologne) in "Cyclamen" scent. The Christmas tree balls on the cleverly designed gift package cover real peep-holes.

9. As masculine as a pipeful of tobacco is Maison Jeurelle's "Cologne for Men". Fresh-scented, it is capped with golden brown French leather, which also ties the tailored box.

10. A holly wreath peeps out from this snow-covered Christmas window. Nestled in it are three Matchabelli perfumes—"Katherine the Great", "Ave Maria," "Duchess of York".

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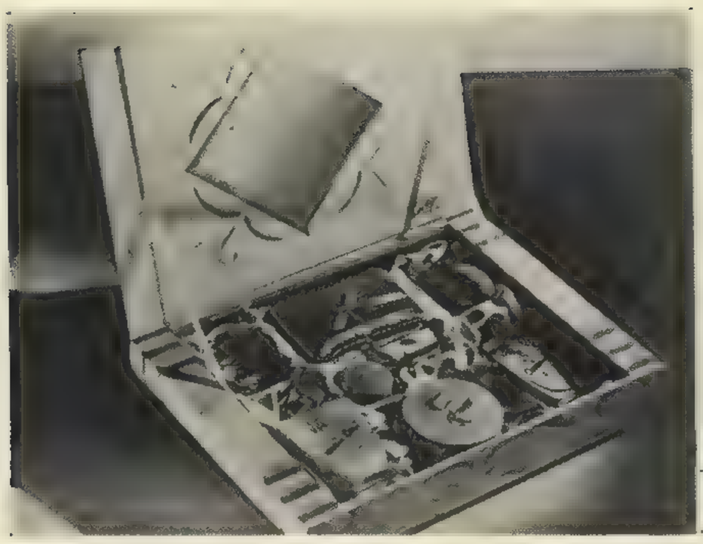
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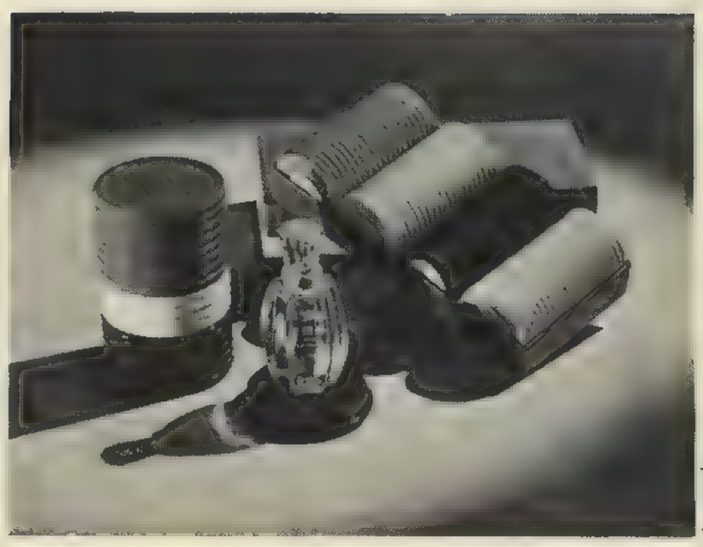
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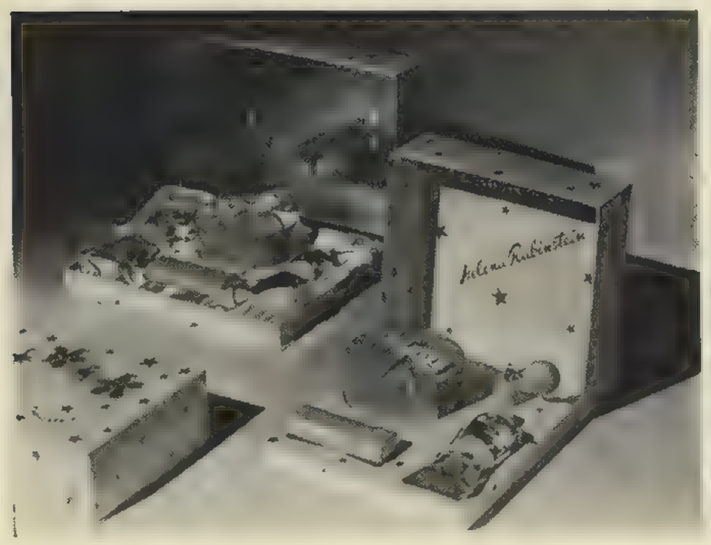

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Christmas

20

11. A cerise evening handkerchief, caught with jewelled clips is an eye-catcher on the "Mais Oui" gift beauty box, fitted with eight cosmetic essentials. Bourjois makes it.

12. Red, white, and blue are the gay colours in Lucien Lelong's clever "Poker Chip" packages. Shown: soap and the new "Tailspin" perfume, a French favourite renamed.

13. Definitely in the Christmas spirit are Helena Rubinstein's boxes, pastel and star-sprinkled. Shown: two sets of "Apple Blossom" fragrance in bath powder and oil, soap, cologne.

14. Charles of the Ritz follows the season with his new "Wintertime" fragrance. Shown: the dusting powder and cologne in a pastel blue box decorated with winter snow scenes.

15. Yardley presents: "April Violets" soap, cologne, and perfume. "English Lavender" cologne and dusting powder in a dainty flowered box. Men's shaving bowl, soap and lotion.

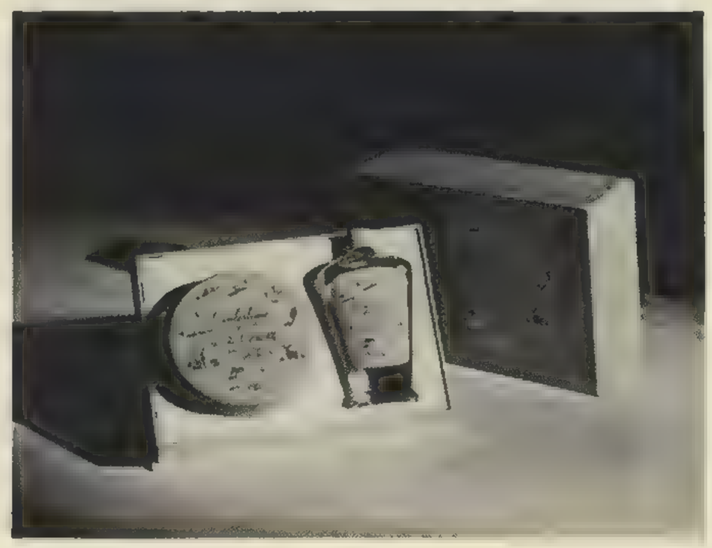
16. From Hollywood comes Max Factor's "Pancake Make-up" set. Cleansing cream, powder, rouge, lipstick, and "pancake" in personalized shades—four colour types.

17. The ultimate in femininity and masculinity from Houbigant: leather kit and shaving set; Christmas talcum; enchanting Chantilly perfume trio; purse perfume and sachet.

18. For a luxurious gift display, Barbara Gould's fitted travel case in lizard-grain leather. The tray of foundation essentials is removable, and leaves ample space for lingerie.

19. In the modern mode, Prophylactic revives one of their most popular Victorian patterns—the quaint "Butterfly". The brush, comb, and beveled mirror are plastic, holiday boxed.

20. Looks good enough to eat! Elizabeth Arden's "Candy Cane" of dusting powder, peppermint-striped. Hang it on your cosmetic Christmas tree for a tempting gift display.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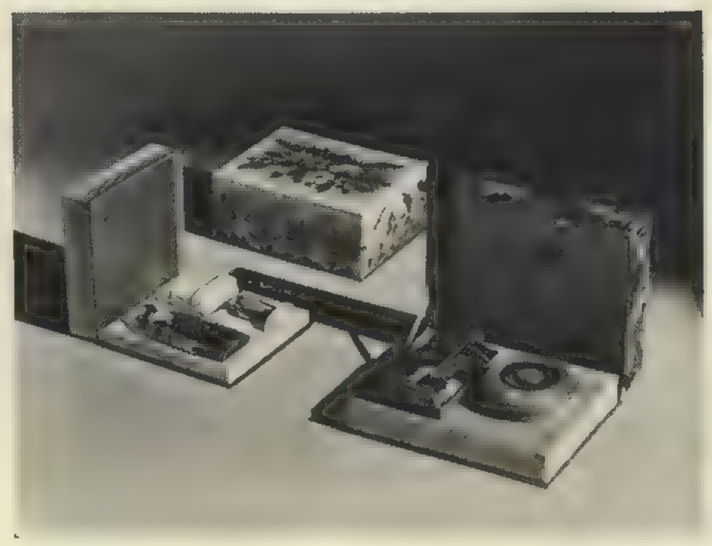
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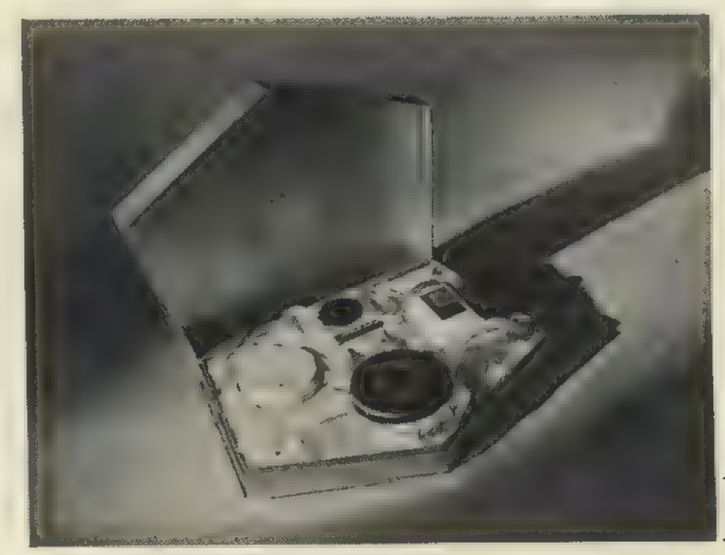
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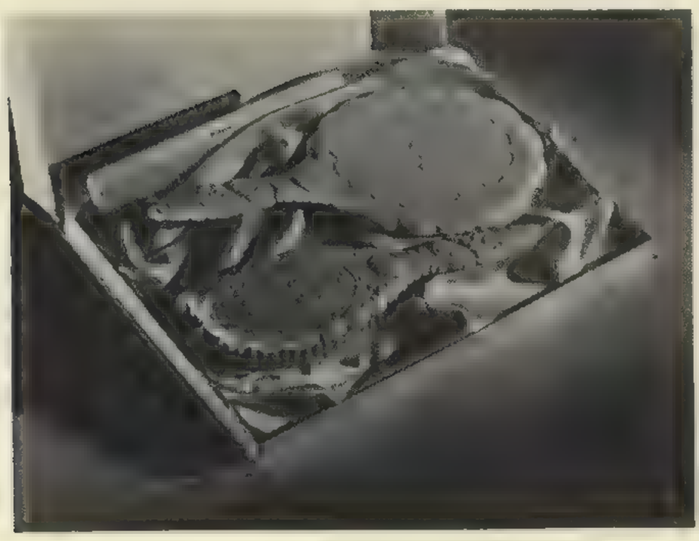
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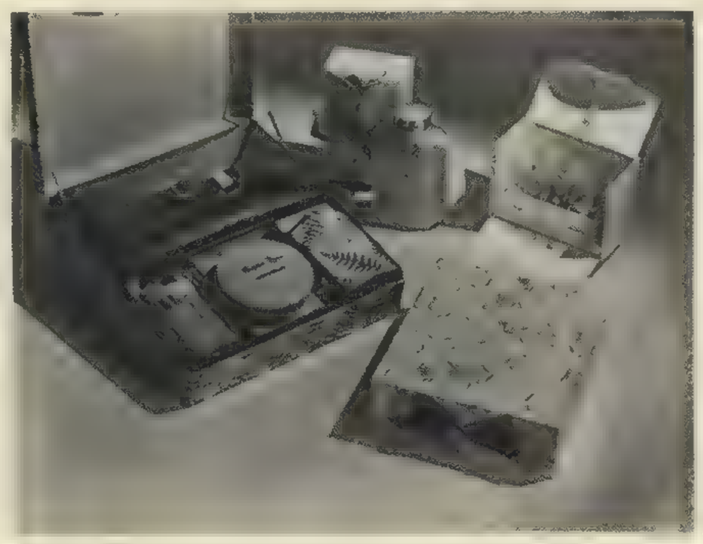
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For Winter Sports

Promotion points:

Instructor-type ski pants
New knee-length skating skirts
White windbreakers

Matching mother-and-daughter skating dress of white wool, trimmed with embroidered wool flowers and red scallops. From Lanz, Inc. White Stag "Warm-up" coat of waterproof poplin, blanket-wool lined, corduroy collar. For wear to and from skiing. From Hirsch-Weis.

This gabardine ski suit has the new longer jacket with bloused back and patch pockets which are smartly backed with red. From Sacony.
Clarepotter has done a jerkin of pony and matched it in boots—to wear with the regulation ski pants and poplin shirt. From Nudelman.

The new, longer jacket in a fine gabardine ski suit. Note the fly-front closing of the jacket and gay flags at the pockets. Brows Jacobson.
This ski costume combines an all-wool gabardine culotte-cut, wrap-around skirt and a plaid Zelan waterproofed poplin wind-shirt. Hirsch-Weis.

Reverse calf lounging moccasin. From Mackey. An after-ski boot of unborn calf. From Cobbler. Most important! A fine, stout ski shoe. Bass.

Long, yellow wool, snug at the wrist. Sacony. Waterproof poplin over-mittens. Hirsch-Weis. Indispensable short, red wool mittens. Bradley.

Navy gabardine bonnet. Hirsch-Weis. Cable-stitched hood with tassel. Sacony. California hand-woven white hood. Dorothy Mary.

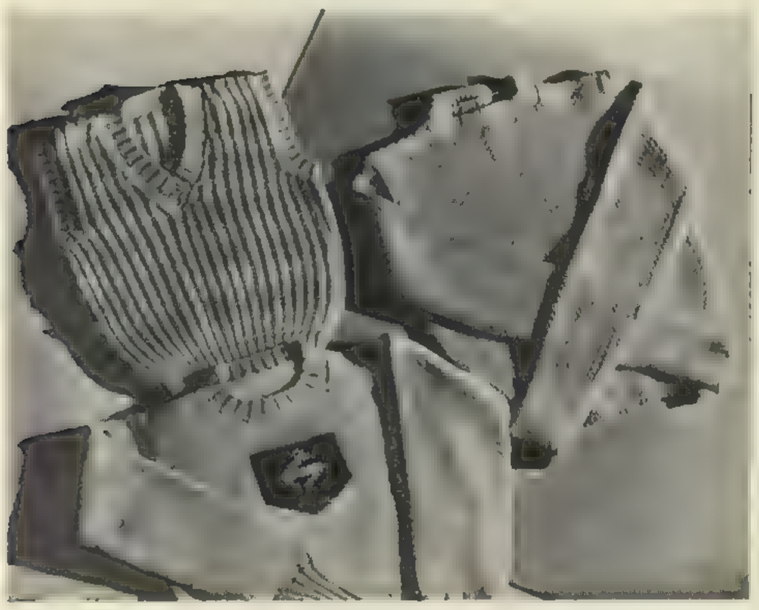
FUNCTIONAL CLOTHES, well cut, carefully tailored, becoming, plus colourful accessories are the keynotes in selling ski, skating and snow clothes this year. Promote *your* winter sports shop as *the* shop where style-right and functionally-right clothes will be found. In your advertising and display signs, emphasize the importance of properly cut, instructor-type ski pants; of light-weight, waterproof fabrics, of windbreakers that are actually wind-and-water proof; of the absolute necessity of buying the finest, sturdiest boot for skiing—for the proper support. Urge your customers to buy workmanlike clothes for active sports like the ones shown on these pages. Tell them to "let themselves go" on their accessories—to buy gay scarfs, red mittens and socks, plaid shirts. Suggest the knee-length skating skirt which is so much more becoming to the average woman. And remember—from a fashion angle: white windbreakers; ski jackets are longer; functional, simple well-cut clothes are the *best.*

A warm fitted coat of white baby lamb lined with soft red flannel, buttoned with silver buttons. Grand to wear to and from skiing. From Lanz.

This snow suit is made of "Snow Snug", McKem's all wool, waterproof fabric and is trimmed with wool embroidered, felt appliqué flowers.

Sun Valley, famous for authentic ski clothes, combines white English Blizzard Cloth windbreaker and Lancer Cord instructor ski pants. Right: waist-length, slide-fastened, reversible windbreaker of waterproof poplin shown with "Shed Water" ski pants. From Bradley Knits.

Beautifully tailored, this White Stag gabardine ski suit from Hirsch-Weis features the new longer jacket, plus an authentic instructor pant. This Sacony royal blue, red-braid-and-silver-button-trimmed two-piece skating suit is made with the becoming knee-length skirt. S. Augstein.



Sleeveless, loose-knit after-ski sweater and close-knit, heavy ski sweater. Both are from Sacony. "Shed Water" heavy knit ski sweater. Bradley.

Long, red skating stockings from Hirsch-Weis. Short, heavy, bright red wool socks from Sacony. White Tyrolean socks of angora wool. Gordon.

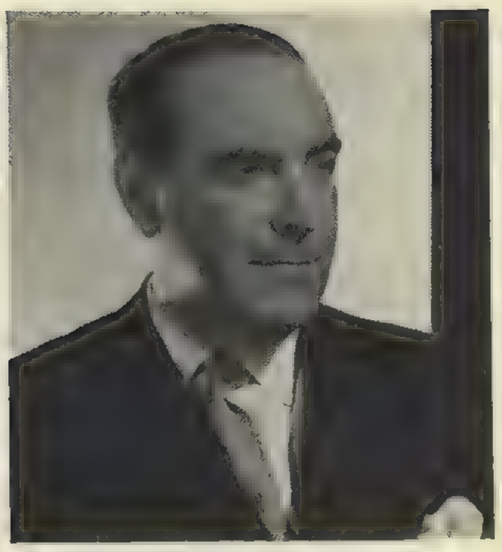
Accessories: *colour accents.* Embroidered suspenders and bag, Hirsch-Weis. Loose-knit striped scarf, Sacony. Large red wool scarf, Bradley.

American Designers

This is the second in a series—

the September 15th issue sketched Hattie Carnegie,

Nettie Rosenstein, and Germaine Monteil



Omar Kiam of Eileen Friedell

The name, evoking so strongly a languid oriental is sent shattering when one meets Mr. Omar Kiam—huge, cheerful, and business-like. And this name—is it *really* his own? It is. Mr. Kiam's parents indulged in a pardonable bit of whimsey with the Omar. But Kiam is three generations Texas (telltale: the bluff manner) and before that, five hundred years of Alsace. Now, of course, it is indigenous to West 47th Street, New York City, after a long stay in Hollywood. The name with all this geography belongs to one of America's ace designers. To a man with an original and colourful talent for dressing American women.

Designing dresses was rather an accident for Omar Kiam. Fur coats were the spring-board. He started designing for a manufacturing-furrier. He was dissatisfied with the black modeling-dresses fur-bearing mannequins usually wear, and he decided to give *his* coats the extra fillip of a costume background. Most of their business was done with small specialty shops where the buyers were also responsible for ready-to-wear. And those buyers, while looking at the coats, recognized the unusual costume underneath. They kept saying: "How much for the little beige wool?" "I'll take the suit *with* the fur jacket." "Take off the cape, I want to see the evening dress too." So there they were. In the fur *and* dressmaking business. A very handy system indeed, especially in the spring when furs took a holiday, and they could trot out a line of cloth coats and dresses. Soon Mr. Kiam was encouraged by success, to carry on solo with his own shop.

One suspects all this airy chancing into the designing field is not quite so casual as it seems. For Mr. Kiam has turned out collection after collection with brilliance and dispatch, ever since. Six years ago, Hollywood adopted Mr. Kiam, and he designed like mad for Mr. Goldwyn's shiniest stars. His name was flashed from thousands of screens all over the world, bringing him fame—and a vast amount of cantankerous mail. Hardly a day went by when some outraged reader of the Rubiat was not shaking a penned fist at *our* Mr. Kiam, and demanding to know why he ever thought it amusing to take the name of Mr. Fitzgerald's hero. One suspects Mr. Kiam's present glibness and patience in explaining his name is born out of mountains of mailed reproaches.

Five and a half years of this, and Omar Kiam is back in New York, still a designer for women who just like to wear good clothes, and not necessarily Make-An-Entrance with every dress. His clothes are dramatic, but certainly not theatrical. And after years of Hollywood's black and white presentation, Mr. Kiam's colours are still notably exciting.

It was his search for colours in fabrics which led him to Europe, years ago, when the American fabrics market was still a little timid about its palette. And he discovered Linton and Sweetenburgh tweeds for the American market. He worked out patterns with their weavers in Cumberland. He developed his own embroideries and prints in Paris. He had his furs dyed abroad. And he bought, for his pre-Hollywood 46th Street house, many Paris models. These were always copied faithfully, down to the last detail, and sold as authentic copies in a separate department.

Mr. Kiam has always felt that a Paris Original deserves reverent treatment. He does not feel that it should be used as "inspiration" and "adapted" into something else. He feels that when Paris was designing, it always was incontrovertibly the standard of all other designers all over the world. And he never tried to change the prevailing Paris silhouette for his own Kiam designs. But beyond that, his clothes were completely original, borrowing from no one.

Now he is finding the American fabrics market interested and cooperative. He feels that our fabrics manufacturers have always lacked the stimulation of good dressmakers, who have always taken the easier method of working things out with French houses. And these French fabrics houses were experienced in pleasing American designers because they had enjoyed for so many years the direct help of their own couturiers. Omar Kiam believes our own fabrics houses are receptive to new ideas, and are technically prepared.

In the idiom of the trade, Omar Kiam says, "I am ready-made, but I try not to look ready-made." That means that he has had to depend on his own ideas, always—that he has got the habit of being original. And a war in Europe can't stop that.

Clare Potter of Charles Nudelman

The smothering of the Paris Couture probably affected no other American designer so little as Clare Potter. She has always made a point of staying away from Paris. She has always managed to make her clothes

very definitely and originally Clarepotters.

And because she has developed her own style, away from Paris both in fact and in spirit, she feels confident that Paris' temporary breakdown should stimulate other American designers, and develop new names.

Mrs. Potter did depend on Paris for some of her materials, most of her prints, and many of her off-key colours. Now she is working completely with American fabrics manufacturers, and her comments on that are still as definitely U.S.A. as she is. She feels that if the designer shows interest in creating unusual fabrics, the fabrics manufacturers will cooperate. And that certainly they are well able to if they want to. But it will take a long time, she points out, to make our own fabrics people as cooperative as Paris has been on the small amounts of yardage top designers usually require. In any case, she is used to American fabrics. She has used for years, with a verve all her own, some of our most apple-pie American fabrics. Take sharkskin. Take rayon jersey.

That's just the trouble, Clare Potter feels, we don't take enough of everything our country offers, from fabrics to inspiration. We have magnificent museums here, without half enough people in them, and particularly not enough designers. We have magnificent geography. We have talented artists right under our nose. But we are, she thinks, a nation afraid of its own beauty and its own artists.

And where does she get her own inspirations? Everywhere! "But the best way for me to get ideas is to keep something I like around me." She brought in an antique bedcovering, "For instance this 18th century chintz. I just kept looking at it, and handling it, because I loved it." And out of this close association came a small flowered design she had near her on her desk. Actually, the little flower was buried away in the border of the chintz and hardly visible. It would take Clare Potter herself to see any family resemblance between the faded, extravagant chintz, and the neat, newly-minted print. But that's inspiration. That's what makes Clare Potter.

Clare Potter is very business-like about her clothes. She says when she has to make a line, she does it in as workman-like a manner as possible. And she always finds she enjoys getting a number of models "out of my system." She works with artists on her belts and accessories, and she has always used American trimming and accessory people. "There are lots of them if you have imagination about looking for them," she says of the craftsmen who highlight her models.

And what is Clare Potter like herself? First, before any sketch one must explain about Clare Potter and the Country. They're indivisible, you see. She lives in and for the country, and certainly it is reflected in her and in her clothes. Both she and they are competent-looking, as a country person and country clothes should be. But this business-like attitude does not in any way detract from the theatrics she puts into a line.

She has frosted brown hair. Delicate and haughty features. She is very small-boned and very Madame La Marquise. And all this contrasts with an attractive slangy voice, and a manner friendly as the countryside she likes so much.

Clare Potter, is a direct offspring of our own American clothes-making tradition. She has always designed for wholesale houses. She has always known the necessity of making her clothes appeal to thousands of women of all sorts of figures, ages and localities. But the vast difficulties of mass production have never for an instant discouraged Clare Potter.

She is grateful for her own name-making publicity, and is carrying a banner. She hopes that as we *do* develop our own American designers, we give them the vast encouragement of their own names.

Sally Milgrim

No one was more amazed than the four Milgrim Brothers themselves, when success swooped them up to fame, in the years just before the First World War. Of course they'd hoped they were making the best suits in New York, but it was rather overwhelming to find the better-mouse-trap theory so suddenly proved in their little Second Avenue tailor shop. But there was the evidence! The rich and famous of the city, driving up in their discreet carriages and their snorting autos, all eager for a Milgrim tailored suit.

The time was lucky for them: tailored suits were the rage, and tailored suits were something the Milgrim Brothers understood. More luck came to them one day, when a pretty, auburn-haired girl walked into the shop to order one of the famous Milgrim suits. While it was being made, she had an idea. All those men (four brothers and a father) needed some feminine atmosphere, she thought. And, in her breezy way, she asked them why couldn't it be she? Why couldn't she stay on in the shop and wear their suits to show the customers how well they looked on? This was an astounding idea in those days when all good little girls didn't grow up to be Powers Girls. But the Milgrims knew a smart idea, and a smart looking girl when they saw one. So Sally was hired.

Sally was feminine. And Sally dared to think that maybe a tailored suit was not the ultima thule in flattery. She even thought (oh heresy!) that a soft dress and a pretty coat might do more for a woman than the severe suits that were the *spécialité de la maison.* But the Milgrims balked at that. We said Sally was feminine? She was feminine enough to persist in her idea. She dressed up some dolls according to her theories, and asked if she might place them around the shop. The Milgrims said, "well yes, maybe." And that's what made Sally a designer. Customers pounced on the dolls, ordering life-sized copies of the miniature dresses for themselves. Before they knew it, the Milgrims, and Sally, were in the dressmaking business.

This happy-go-lucky début into designing, and her marriage to Mr. Charles Milgrim has, through twenty-five years, produced Sally Milgrim, one of America's ace designers, and the huge Milgrim wholesale and retail businesses. It was a magic combination. Sally Milgrim, completely unpreoccupied by expense or business—just designing one beautiful model after another. And the Milgrim men managing the money, the staff and customers with unusual efficiency.

When this close-knit family started their unique partnership, the great dressmaking houses of this country were all dependent upon Paris for designs and materials. But the Milgrims stood behind their thoroughly American Sally and her creations—and worked out their materials here. Sally Milgrim had a penchant for soft colours, and she's famous for her pastel blues. The Milgrims learned to dye samples in their shop, to please her. She designed her own accessories and trimmings, and they saw that her designs were carried out here. They had their own furs dressed on the premises. All their tailoring and dressmaking were done in their own shop. They were dependent only upon themselves. And in that dependence opened up the way for other American designers.

Mrs. Milgrim still designs most of her clothes on her dolls. The pressure of producing enough models for both the Milgrim stores and the huge wholesale line is alleviated by a staff of young designers who work with her in the more conventional sketching way. Many of these fledglings have been sent out into the fashion world with an encouraging pat on the back from Sally Milgrim.

The force of Mrs. Milgrim's cheerfulness is felt by her entire staff, which has an unusual loyalty born out of security. People who work for the Milgrims are not subject to whimsical firing. Carmen, their famous model of 1915, is still modeling today.

The Milgrim Brothers have built an enormous business out of Sally Milgrim's flair for flattering other women. Everything, materials, pretty colours, and accessories carry out her feminine tastes—a far cry from the severe suits which she first modeled.

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VOGUE SAYS:
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VOGUE SAYS:
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VOGUE SAYS:
"Wear a slimming sheath with soft side-drapery."

VOGUE SAYS:
"Go to dinner all covered-up with a touch of sequin glamour."

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Vogue says:
"One of the new ways to marry—in palest rose-beige."

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Vogue says:
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Vogue says:
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Vogue says:
"All-white for your wedding."

Vogue says:
"Ice-blue satin for your wedding."

TROUSSEAUX

Vogue says:
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Vogue says:
"A wool suit is to a country wardrobe, what a black afternoon dress is to a city wardrobe."

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Vogue says:
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Vogue says:
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Vogue says:
"The new low hip-line is an autumn, 1940, hallmark."

Vogue says:
"Indian-red for Indian summer."

Vogue says:
"The earliest Americans, the Indians, inspire American fashions."

Vogue says:
"Desert colours for evening."

Vogue says:
"For dinner—a covered-up white crêpe dress gilded with sequins."

Vogue says:
"Dress for dinner in gold lamé."

Vogue says:
"Charmer for dinner—black velveteen with lace."

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● *Actual color photograph—Otis Rucker, tobacco auctioneer, inspects an unusually fine lot of ripe, golden leaf.*

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